

THE CASH BOX

THE
CONFIDENTIAL WEEKLY
OF THE
COIN MACHINE INDUSTRY

Vol. 9, No. 33

May 15, 1948

Listen to a
WURLITZER

*"Gives you everything
I put into my songs"*

says: **AL JOLSON**
Famous Decca Recording Artist
Starring on the Kraft Music Hall



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OF THE STARS

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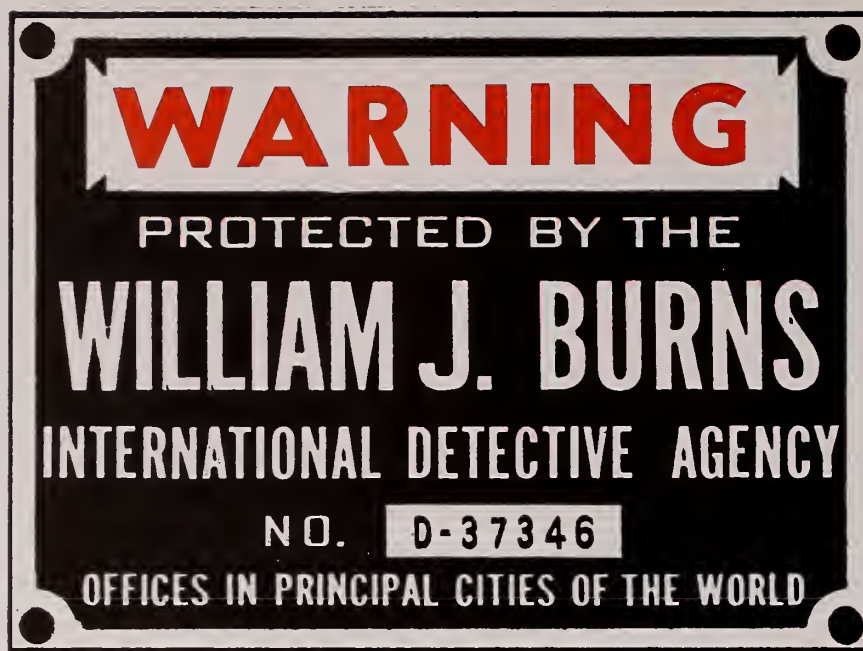
ONLY WURLITZER

Music Merchants are backed by a profit-stimulating national magazine advertising campaign. See the April 12th issue of LIFE and the May 11th issue of LOOK for the advertisement illustrated above—the first in a sensational new series of full page, four color

ads that will feature famous recording artists. This advertising is making more and more location owners want Wurlitzer Phonographs—is persuading the public to put more money into Wurlitzer Phonographs and that means extra profits for every Wurlitzer Music Merchant.

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WURLITZER MUSIC MERCHANTS *Cash in* ON WURLITZER LEADERSHIP



**EXCLUSIVE PROTECTION
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DRINK DISPENSERS, CANDY
VENDORS, SCALES, ALL OTHER
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Associations of automatic merchants can arrange for an all-inclusive rate for the merchandisers of their members. This special feature will meet with complete approval of the officers and members. Arrangements for meeting with any association executive board are now complete. Associations are urged to make inquiry through a responsible officer.



**THE COIN MACHINE OPERATORS
OF AMERICA, INC.**

1309 NEW JERSEY AVE., N. W.
WASHINGTON 1, D. C.

(All Phones: HOBART 3170)

THE CASH BOX

"THE CONFIDENTIAL WEEKLY OF THE COIN MACHINE INDUSTRY"

THE CASH BOX IS THE OPERATOR'S MAGAZINE—
IT IS NOT SOLD ON NEWSSTANDS

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THE CASH BOX exclusively covers the coin machine industry, including oper-

ators, jobbers, distributors and manufacturers, and all those allied to automatic coin operated music equipment; automatic coin operated vending machines and service machines as well as all coin operated amusement equipment; the music and record business, recording artists and publishers of music; and all others in any fashion identified or allied to the coin operated machine industry as well as all finance firms, banks and other financial institutions expressly interested in the financing of coin operated equipment of all types.

THE CASH BOX has been recognized by various associations of coin machine operators thruout the United States as their official weekly magazine.

THE C.M.I. BLUE BOOK division of The Cash Box is an entirely separate medium, giving all prices of new and used machines of all kinds, continually reporting all market changes. The C.M.I. BLUE BOOK is officially recognized by many States as the "official price book of the coin machine industry."

Talking It Over

Some of the most exciting talk about the country at this time is due to the item which appeared here last week regarding progress made (and expected) by video industry. Music ops have written in stating, "This is one report which gave us a lot of food for thought."

It seems that whenever a group of juke box ops get together these days, someone pops up with, "What about television?"

The result has been discussions, pro and con, which have raged on and on. Many believe that eventually there will be a machine built featuring combo of coin operated video-radio-phonograph.

Therefore the statistics given in this column (last issue) and suggested for analysis to those ops most interested seem to have given many much "food for thought."

★ ★ ★ ★ ★

We've been tipped off to look for a revival in the bowling alley field. "but this time," the tipster tells us, "you'll see the bowling games come out with 10c coin chutes."

The fact that some ops are now testing pinballs on dime play (giving higher free play awards naturally) may have interested the bowling games field which feels it, too, can get a dime from players.

"In fact," one well known bowling game op advises, "I've already got one machine on test and you can believe me," he says, "the take jumped over 50 per cent the first week. I'm now waiting to see how long the take will stay up, or whether it will fall down. And," he concludes, "if it doesn't fall, I'm changing all my games over to dime play."

★ ★ ★ ★ ★

The new electric cigaret machines have, quietly and efficiently, met with quick public approval. It was interesting for the writer to watch people walk up to one of the newest of these machines, in an airport location, and operate them without a moment's hesitation, just as if they were used to them for years.

In fact, accidentally meeting with the operator, who had come to service the machine, we learned that this was the case in everyone of the locations where the new electric cigaret vendors had been placed.

This sort of quick public acceptance and approval of a new product, bodes well for the future of the industry.

★ ★ ★ ★ ★

Juke box ops everywhere have enthusiastically taken to the idea (as suggested in an editorial here) of featuring window streamers and other point-of-sale-advertising aids to help boom play.

Ops believe that record mfrs and publishers can supply the window streamers reading, "Listen to America's new song sensation (name of song) and all the other new tunes on the juke box here."

Belief is that this will help offset some of the window streamers now being given to retailers by beer and whiskey firms for their television sets. Also feel that it will definitely help popularize tunes for the diskeries and pubberies.

"And," as one well known music op says, "it will also stimulate sheet music sales as well as help exploit artists who do the tune."

★ ★ ★ ★ ★

The used machines market is enjoying something of a lift around the country. At first used sales were spotty, wholesalers report, but, in past few weeks, they have started upwards, and are continuing to go up.

Return to better sales action in used machine field is considered one sure way to clear out inventories and give many ops working capital.

"This," says one of the biggest in the used field, "is sure to get sales going for new equipment. Ops need new machines," he concludes, "and by getting cash for their old equipment can start buying once again in better quantity."

Bill Gersh

TRADE AGREES DIME

Foresee New Coin Machine Era With Products Resulting from 10c Play Enthused. "It's The Answer",

NEW YORK—For the first time in the history of the industry there has come unanimous approval of a new plan, a new idea—the entrance of a new era—from everyone of the outstanding leaders of this field.

All agree, "The dime is 'king of coins' today."

And that, without much further ado, is what the nation's ops need know to go on ahead with plans to change over to 10c plays so that, once again, this entire field will enjoy the prosperity to which it is accustomed, and will see its manufactories building new, better, different, more thrilling and more enduring products to meet with the public's approval, and naturally, to bring even more prosperity, more coin into the pockets of the members of this trade.

There is no longer any earthly doubt that, "The dime is the 'king of coins.'"

Everywhere in the nation. On the transit systems. In stores. In every walk of modern American life, the dime has superseded the nickel, just as the nickel superseded the penny long, long ago.

There was a time in this coin operated machines industry when only penny machines were considered profitable. In fact, an outstanding meat packer entered into the automatic music business and produced and presented the "Penny Phono."

All amusement machines that were built in those days, even the "bells" (the old "slots") as they are known today, were penny play. (Check back on this and note the 1c play "bells" which are still in existence, and are still reported to be taking in some coins.)

After that came the pinball, and the modern phono, with the result that all changed to meet the new era—the 5c play era—and the result was that from thenceforth onward the trade continued with 5c play.

Five cents is dead. It's finished. The nickel died with the entrance of inflation. Best example is the fact that the 5c cigar is gone—it has been replaced with a 10c sign—even tho it's the same nickel cigar.

The ice cream cone died—the 5c cone—it's 10c now. The nickel shoe shine is all over—it's 10c—and even more in some place. That 50c haircut (and, brother, how they squawked when they made it 50c) is now 75c and \$1.00 in some barber shops.

Bus fares were always a nickel. They're a dime today. Even the street cars, elevated lines, subways; every mode and type of transportation, has jumped from the nickel to the dime. (There's no in-between coin.)

The Cash Box, years ago, urged the minting of a 7½c coin. But, with politics what they are in Washington, that would take years and years, so merchandisers jumped to 10c. There you are—inflation—but, at the same time, opening the wedge for the coin machine industry to get its rightful coinage—the new "king of coins"—the new coin that is increasing in quantity in the pockets of the public—that is jingling a merry tune—the dime.

Long live the "king"—the dime.

Why? Because the dime will open a new era for all coin machine operators. Because the American public is now dime-conscious. Because they will NOT BE SHOCKED when all coin machines change over to 10c play.

Whether the phono op wishes to still continue on

5 plays for 25c—while 1 play is 10c—is up to him. But, the amusement game ops, by hiking up their awards—can instantly change over to 10c play in the greater majority of their locations.

The answer is 10c.

The thin dime, (brother, can you spare it?) is no longer the BIG COIN of yesteryear—it is the penny of years and years ago—the nickel of yesterday. And, therefore, is the coin which the operators of America are ready to enthusiastically feature for the coin operated entertainment which they offer.

Phono ops have reported, time and time again, that even when they cut down their commissions to the locations they were up against it. Why? Because when a location owner gets a measley \$2 bill as his week's take from a phono—he doesn't give one damn about that machine anymore. He never again puts coins into it to stimulate people in the place to play it. He, in fact, wants the operator to get it the hell out of his place. It's all over, at least as far as he's concerned.

Whatever anyone will tell you or you or you about 5c play being "traditional"—simply stinks. Because New York's subways always maintained that the 5c fare was "traditional." And no politician had the guts to change it.

The day of the nickel is over. It's dead. It's gone. It's only used for change—just like the penny is used today. It's the coin that will be placed as "tax" on cigarette packages soon. They've hiked the tax to 3c per pack—they'll hike it to 5c per pack—watch—and don't be surprised!

So, why play for pennies when machines cost more than they ever did? When the materials that go into the manufacture of those machines recognize the "dime as king"?

The one and only answer is to supersede the nickel with the dime, as has every single storekeeper in the nation, whether he operates a bar, grill, tavern, ice cream parlor, diner restaurant, drug store, or whatever the hell else it is.

You know it—I know it—we all know it—that the dime is the 'king of coins.' And, everyone of the manufacturers in this business knows it, too. They know it by the prices they're paying for materials and components which they formerly purchased AT HALF THAT PRICE.

Therefore, they must (simply must) expect the operator to get DOUBLE what he's getting today to meet his tremendously increased overhead and cost of equipment, so that he can continue on in this business profitably and assure these manufacturers that they, too, will have a good, solid, substantial business for the future.

Music operators howl over the price of records. "We paid 18c and 21c before the war," they say. "Today," they cry, "we pay 49c for pop tunes and 65c for race tunes." And they lament, "How in the hell are we going to make a living if we have to pay those prices for records?"

One operator writes, "Collected \$8 from a location today. Gave the storekeeper \$4. Then put some new records in the juke box. Where the hell am I when it comes to any profit?"

There's the answer. That nickels won't take any

IS "KING OF COINS"

Coinmen Prospering and Many New Action. Phono and Game Ops are Say the Industry's Leaders.

operator "off the nut" today regardless of who he is. And, if this operator thinks he's outsmarting the world by keeping old records in his machines—he's nuts. Because the world (his world) the American public, just won't be interested in playing his machines anymore. And that's that.

So, he's got to have new recordings. New interest. New "something" for the players. And, today, the players are dime-conscious, because they've got more dimes in their pockets than ever before in history. The answer? Dime play!

The old counter games, as stated in an editorial here in the May 8 issue, took instant advantage of the many pennies which were suddenly appearing in the public's pockets due to the rise of sales taxes thruout the nation—and the counter games boomed—maybe too much—but, they boomed, during those old days—and their coin chutes left the way open for pennies, nickels, dimes and quarters—with many an op telling about the "heavier coins than pennies" he collected regularly from those machines.

One of the greatest moneymaking games to ever appear in the coin machine industry was the "duck jar." This was a simple candy jar with a floating cork duck with a slot in the cover of the jar which allowed the player to drop anywhere from a penny to a silver dollar. But, he had to make that coin land on the duck's back—and stay there. And he was paid according to the odds. (The entire game sold for about \$2 and ops earned anywhere from \$10 to \$100 weekly, and more, with it.)

But, that only proved that if the "odds are right" the players will play and go along with any type coin operated machine. They'll go along with pinballs, rolldowns, one-balls, consoles, bells, arcade machines, and all other types of amusement games as long "as the odds are there."

And, tell me, what in the hell is to prevent a pinball or rolldown op from setting odds for 10c play as against nickel play? (Remember, this play is all within the same time limit for what he gets a nickel today.)

The very same thing applies to the automatic phonos. With the ops getting 10c per play they can afford to give the public the finest records, the best service, the better machines, and meet the public approval in every regard. That's the answer!

Prosperous ops can do things they can't do today—because the operator, today, isn't making money—he's losing money, instead. And he can't go on losing money—for that means the wind-up of the entire automatic music industry.

The operator **MUST** be made prosperous. He must be shown that the way out is to meet with the one coin now jingling in the public's pocket because it was brought about by inflationary economic conditions **NOT OF HIS MAKING**. He **MUST GET 10c PER PLAY**.

And, when he gets 10c a play, he can then buy the machines he needs, feed that machine the records, needles, tubes and all other things it requires and be **WAY AHEAD** as far as profits on his investment are concerned.

The one firm that bucked 10c play learns now that they can't buck the "inevitable." There is no such

thing as a "traditional coin," especially during an inflationary era. Look at the average operator—the guy who operates the machines of the very manufacturer who bucked 10c play. Ask him if he's **MAKING MONEY?** Just ask him!

The answer is what leaders of the entire industry have now agreed to—**DIME PLAY**. Why? Because the dime is "king of coins" in the public's pocket and this industry (even tho late, because all other industries have already recognized this fact) must face the inevitable—**MUST CHANGE TO DIME PLAY**.

Dime is king.

There is no argument which can offset the fact that the dime is today becoming the most popular coin in the public's pocket.

Maybe some guys don't like to think about inflation. If they don't—they should ask their wives what these sweethearts are paying for the meat, onions, potatoes and lettuce they're eating. **MAYBE THAT WILL MAKE THEM CHANGE THEIR MINDS**.

And if that doesn't do it—then they should look at their **BANK ACCOUNTS**. Maybe that, because it's the final answer, will do it.

Or, if that doesn't do it—**THEN LOOK AT THE PRICE OF ALL PARTS AND SUPPLIES, ALL OVERHEAD, ALL PRICES OF MACHINES AND, FURTHERMORE, AT COST OF OPERATING TODAY**.

DIME IS KING!

It's that thin dime (brother, can you spare a dime?) we all laughed at years ago—but—it's no laughing matter for this business today. It's the salvation of this business. It's the answer to the future. It's the encouragement the manufacturers need to go ahead. It's the basis for new inventive genius to come into this industry and bring about better, more unusual products that **WILL EARN MORE PROFITS**.

And, you juke box ops, should ASCAP win in Washington—what will you need? Believe me, plenty more money than you need today to meet your overhead. So, there's no choice. If you're smart—you'll immediately jump to dime play. *And the public won't notice the difference!*

Why won't they note the difference? Because the dime is king. Dimes are jingling in their pockets. They're using dimes all day, every day. They're paying away above what they ever paid. And every storekeeper in the nation has switched his 5c ice cream cone, for the kids who come to his store, to 10c.

Are you going to be the nut—caught between the nutcracker of two manufacturers' arguments—one for 10c play and one against. Well, my friend, if you want to be a "nut" and go "broke" that's up to you. But, I believe, because I have faith in everyone of the guys who are in this business (because they're my kind of people, they're educating their sons and daughters, they're sending them to colleges, they're trying to raise them to be fine men and women, and also trying to leave them a buck or two when they pass on) that these guys, these coin machine operators, whom a lot of you guys say, "haven't the intelligence to know what the hell to do to help themselves" are going to switch over to 10c play—**WHETHER YOU LIKE IT OR NOT**—because they **KNOW TODAY THAT THIS IS THE ANSWER**.

THE CASH BOX

AMERICA'S ONLY WEEKLY MAGAZINE EXCLUSIVELY
DEVOTED TO THE JUKE BOX INDUSTRY.

Music Section

May 15, 1948



Success story a la Horatio Alger—that's the pitch behind "T" Texas Tyler. Causing loads of comment throughout the music world, Tyler's recent dinking of the controversial "Deck Of Cards" has boomed the western star into the national limelight. Pictured above with New York disk distributors Herman Botein (left) and Morton Shad (right) of Georgia Music, the trio eye Tyler's position in the Folk & Western Music Charts of *The Cash Box*. "Deck Of Cards," a religious recitation piece, currently occupies the top spot as the nation's number one folk and western tune. Juke box operators throughout the nation report peak play with the dinking. Tyler's recent engagement at New York's swank Carnegie Hall proved to be a winner for him and the huge throng who came away delighted. Tex guest stars on the Grand Ole Opry airshow, WSM, NBC this coming May 15th. He is also featured on two radio shows emanating from Hollywood, KGER and KXLA. Tex is exclusively featured on 4-Star Records.

FEATURES

★ The Nation's Top Ten Juke Box Tunes

★ The Cash Box Record Reviews

★ Juke Box Regional Record Report

★ 'Round The Wax Circle

★ Hot In Harlem

★ The Broadway Beat

★ Rollin' 'Round Randolph

★ Folk and Western Record Reviews

★ The Nation's Big 5 Hillbilly, Folk & Western
Juke Box Tunes

★ Hot On Chicago's South Side

★ The Cash Box Disc-Hits Box Score

The Nation's TOP TEN Juke Box Tunes



CODE

AL—Alladin
AP—Apollo
AR—Aristocrat
BE—Beacon
BU—Bullet
CA—Capitol
CN—Continental
CO—Columbia
CS—Coast
CE—Celebrity
DA—Davis
DE—Decca
DEL—Deluxe

DN—Dana
EX—Exclusive
KI—King
MI—Miracle
MA—Majestic
ME—Mercury
MG—M-G-M
LO—London
MN—Manor
MO—Modern
MU—Musicraft
NA—National
RA—Rainbow

RE—Regent
SA—Savoy
SD—Super Disc
SI—Signature
SP—Specialty
ST—Sterling
TO—Top
TC—Twentieth Century
UN—Universal
VI—Victor
VT—Vitacoustic

The Top Ten Tunes Netting Heaviest Play In The Nation's Juke Boxes, Compiled From Reports Submitted Weekly To The Cash Box By Leading Music Operators Throughout The Country.

1

SABRE DANCE

Repeats its position of last week, with play zooming throughout the nation.

CO-38102—Woody Herman O.
DE-24388—Victor Young O.
MG-30048—Macklin Marrow

SI-15180—Ray Bloch O.
RE-111—Don Henry Trio
VI-20-2721—Freddy Martin O.

2

NOW IS THE HOUR

In the second spot again. Ops report this ditty one of their best ever.

CA-15024—Margaret Whiting
CO-38061—Horace Heidt O.
CO-38115—Buddy Clark
CM-7502—Jerry Wald O.
DE-24378—Bob Carroll
DE-24279—Bing Crosby
LO-110—Gracie Fields

MA-1191—Eddy Howard O.
ME-5103—Les Paul Trio
MG-10125—Kate Smith
MU-532—Shep Fields O.
SI-15178—Ray Bloch O.
VI-20-2704—Charlie Spivak O.

3

YOU CAN'T BE TRUE, DEAR

In ninth place last week—this ditty makes the big jump to nail the third spot.

AP-1121—N. Emmett
CA-15077—The Sportsmen
BU-1032—R. Deauville

LO-202—Vera Lynn
DEL-1171—Ziggy Lane
RO-128—Ken Griffin
VI-25-1117—Will Glahe

4

NATURE BOY

On the bottom one week ago, the sensational "Nature Boy" rises all the way to notch fourth place here.

CA-15054—King Cole
CO-38210—Frank Sinatra
DE-24439—Dick Haymes
MU-567—Sarah Vaughan

RA-10070—Eddy Manson

5

TOOLIE OOLIE DOOLIE

In fourth place a week ago—here it is in fifth place.

CA-15059—The Sportsmen
CN-1223—Vaughn Horton
DN-2015—Dana Serenaders
DE-24380—Andrews Sisters

FL-5005—Alpine Belles
LO-201—Johnny Dennis
SP-5505—Larkin Sisters
ST-1013—Dick Hayman
VI-25-1114—Henri Rene O.

6

BECAUSE

Drops to this sixth spot after a sensational ride on top of the heap for quite some time.

AP-1068—Hal Winters
VI-20-2653—Perry Como

7

BABY FACE

Tune was in the fifth spot a week ago—drops two positions to grab onto the seventh spot this week.

AP-1114—Phyllie All Stars
CO-30014—Jerry Wayne
DE-25356—Henri King O.
KR-216—Uptown String Band
ME-2120—Aqua String Band

MG-10156—Art Mooney O.
ST-294—Hum & Strum
TO-294—Benny Strong O.
PA-1105—Fenko String Band
UN-627—Milt Scott O.
VI-22879—Sammy Kaye O.

8

LITTLE WHITE LIES

Kicking up a storm for quite some time, the strong demand of ops booms this strong coin culler into the limelight.

CO-38114—Dinah Shore
DE-24280—Dick Haymes

9

ST. LOUIS BLUES MARCH

Bounces back again. A steady coin attraction and one that continually whirls on the phonos.

VI-20-2722—Tex Beneke O.

10

THE DICKEY BIRD SONG

Catching coin galore, this plug tune breaks into the Top Ten with ops booming it throughout the nation.

CO-38085—Jerry Wayne
DE-24301—Larry Clinton O.
MA-1234—George Olsen O.

MG-10138—Blue Barron O.
VI-20-2617—Freddy Martin O.

OPS REPORT PRE-WAR DISKS GAVE MORE PLAY—MINIMUM OF 100 PLAYS REQUIRED TO MAKE PHONOGRAPH OPERATION FEASIBLE

NEW YORK—The results of a recent survey, conducted by *The Cash Box* to determine the minimum play requirements of music operators, definitely pointed out that music ops throughout the nation are not receiving this basic play requirement from recordings actively used today.

Music operators throughout the nation were quick to fill out the questionnaire circulated among the entire phonograph industry. Many commended *The Cash Box* for seeking such information and generally stated that they "hoped such information would be brought to the attention of record manufacturers."

The general consensus of opinion established the basic requirements with which music operators can make phonograph operation successful at 100 plays. Operators made tests using different machines and utilizing different tone arm pressure.

A well noted juke box operator in southern California writes, "In setting forth our own test requirements, we have gone one step further and specified the number of plays on a particular make machine, at a specified tone arm pressure, with the use of a coin machine playback needle."

"Our own test machine is a model 412 Wurlitzer, with tone arm pressure set at 4 oz., using Pfanstiehl, Peromo-Point, Areo-Point and other coin machine needles. When it is understood," he continues, "that approximately double the amount of playings result from each decrease of an ounce in the tone arm pressure, we feel that 100 plays are the

minimum amount of plays required from all recordings. On this basis we can expect 200 plays at 3 oz., 400 plays at 2 oz., etc."

"It is entirely through ignorance on the part of the manufacturers that this condition of poor wear exists, and it will be remedied only by bringing together the operators requirements and the manufacturers problems, and establishing an overall standard."

Other operators pointed out that pre-war recordings gave them as much as 300 plays at one time. Records today, particularly those of manufacturers who disregard quality and are intent upon releasing their recordings at the utmost speed, sometimes wear white after only 15 plays.

A group of operators in the middle-west suggested that a conference be called at the next Coin Machine Convention, and in industry council, comprising representatives from both the music operator field and the manufacturer, be set up to establish and hold true a minimum play standard.

A music operator in Chicago stated, "The record manufacturer at times does not think of the juke box operator as he might think of a retail dealer. It is common knowledge that juke box operators buy records in large quantities, and the percentage of poor accounts in the juke box field is much lower than that in the dealer field. It's time the record manufacturers got together with the operators and discussed their mutual problems."



All the talk 'n stuff about the ban being over—or shortly coming to a close. A guy can't walk up Tin Pan Alley, Randolph St. or Sunset & Vine without hearing a batch of rumors. And the slant that each of these tall stories have. . . . Nevertheless the ban continues with slight reports of diskers getting more than a bit perturbed each and every day. One jovial fellow in this recording biz points to "Nature Boy" as an example. "Normally," he sez, "we would have been able to cut the thing using the best of musicians. Our platter might not stack up to King Cole's, but the force of distribution alone would have accounted for a raft of sales. As much as I had to admit it, I and the people who buy records are not going for a capella disks." Wunder what will happen when the annual "summer slump" come around. . . .

* * *

Robbins Music Corp. has assigned its Jimmy McHugh-Dorothy Fields standard, "Don't Blame Me" to Harry Warren Music for immediate top plug. Policy of intra-assignment of copyright within MCM controlled subsidiaries for professional exploitation and current sales has worked favorably with Feist's "Peg O' My Heart," which Robbins exploited last summer; Robbins' "Mam'selle" which Feist plugged, and Robbins' "Two Loves Have I," which Miller promoted.

* * *

Oh Lordy, did that Kay Starr ever break it up at New York's swank Le Directoire. . . . Phil Harris opens at the Palladium, London with Jack Benny. Harris will use British musicians. . . . With Perry Como in Hollywood for MGM flicker work, his Chesterfield airshows are being broadcast from the west coast twice weekly instead of three times a week. . . . Roy Acuff shelled out \$150,000 this week, investing his name and money in a recreation area surrounding Dunbar Cave, near Clarksville, Tennessee. . . . Ray McKinley going like a house on fire with his Victor hit "Airizay." . . . News of the recent fracas between Bob Thiele, prexy of Signature and bandleader Ray Bloch with two hoods attempting to ransack their car in Syracuse is causing local gossip in that collegiate city. . . . Irving Fields' "The Wedding Song" makes for nice listening. . . . Ted Straeters dinking of "The Most Beautiful Girl In The World" selected as the "Juke Box Record of the Week" in Washington, D. C. . . . Georgia Music, New York disk distribs have added Harold Hirsch to their sales staff to cover Brooklyn and Long Island. . . . All herald George Scalisi, MGM super disk salesman who ties the knot this coming week . . . and whatta gal. . . .

* * *

Jim Bulleit, prexy of Bullet Records announces the appointment of Sandy Rederer as Eastern District Manager. . . . Bullet plans on having Francis Craig, Patti Clayton and Bob Crosby on deck for the NAMM show in Chicago in June. . . . Herman Lubinsky of Savoy prepping a new platter that will guarantee ops a minimum of soo many plays. . . . Herman gives us an optimistic outlook for the disk industry too. . . . Our hat is off to columnist Paul Denis for a wonderful time with his new book "Your Career In Show Business." . . . Al Jolson in New York for radio work. . . . Charlie Barnet turns nitery operator with the acquisition of a club in Hwd. . . . Frankie Laine and Shep Fields headline the Cocoanut Grove, Los Angeles Starting July 13. . . . Don't miss Benny G. when he breaks with his sextet at the Click Club, Philadelphia, May 24. . . . Harry James hopping aboard the band tour road again. . . .

THANKS

PHONO OPERATORS ASS'N OF
EASTERN PA.

for your selection as

* CLICK TUNE OF THE MONTH

"WE JUST COULDN'T SAY GOODBYE"

Recorded by

FRANK SINATRA	Columbia
SAMMY KAYE	RCA Victor
ANDREWS SISTERS	Decca
HAL DERWIN	Capitol
HARRY COOL	Mercury
SEGER ELLIS	Bullet

* featured in #1
Spot for month of
May, on over
5000 Boxes thru-
out Penn.

PUB. BY: Words & Music, Inc. 1650 BWAY, NEW YORK, N. Y.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!

THE CASH BOX

Record Reviews

"Siboney" (2:21)
"Mama Inez" (2:36)

BEN LIGHT
(Tempo 556)

● Smart piano fashions for music ops with wired music locations are offered here by ivory stylist Ben Light. It's the plaintive melody of two old favorites that show promise here, with Ben's wonderful '88 thumping making for excellent music. "Siboney" and "Mama Inez" make for top notch dinner music—especially so as offered by Light. Novachord and Hammond accompaniment fill in the background to round out the side. Ops that have the spots—take notice.

"Babe" (2:56)
"Take Me Out To The Ball Game"
(2:41)

FERKO STRING BAND
(Palda 115)

● Here's a number that is a cinch to be in every music ops machines in no time at all. The long awaited tribute on wax, to the King of Swat, Babe Ruth, is both catchy and stylish in performance. With the title of the ditty, "Babe" filling the ether throughout the waxing, the great Ferko Strng Band bounce back to add luster and polish in a big way. Backside is the ever-lovin' standard "Take Me Out To The Ball Game," with a sparkling arrangement in the offing. Music ops should keep their eyes peeled for "Babe"—it's sure fire phono material.

"Mississippi Mud" (2:56)
"On The Painted Desert" (3:02)

TOMMY DORSEY ORCH.
(Victor 20-2852)

● Music ops and music lovers are in store for a real treat with this one! One of the better Dorsey disks to shine in a long time are offered here with bal-ladeer Gordon Polk grabbing the spotlight and all the glory. Gordon's round and mellow pipes wrap around the enchanting wordage to "Mississippi Mud" on the top deck to point the way for an avalanche of coin play. Music drifts with an excellent beat and band break with Gordon purring in smooth sharp tones. Backed by the soft and flowing rhythm to "On The Painted Desert," with chirp Audrey Young on deck, the wax takes on a prize package air. Music offered here is on the romantic side and flows easily throughout. "Mississippi Mud" will make paddy-cakes jingle.

"It's Magic" (3:05)
"It's You Or No One" (3:03)

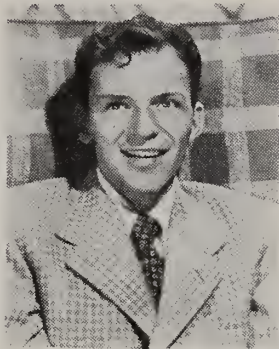
DICK HAYMES
(Decca 23826)

● Melodic ballading via Dick Haymes and a pair of songs that will hypo phono play for sure. Top deck, plug tune from the Warner Brothers flicker "Romance On The High Seas" shows Dick in resplendent manner spooning the magic wordage in refreshing fashion. Wax is tailor made for the moon-in-June set and as such will serve music ops needs well. On the flip with "It's You Or No One" from the same motion picture, Dick renders this strong piece of sugar-coated wax in grade A fashion for another top notch performance. Orchestral backing by the Gordon Jenkins boys flavors the dishing immensely. Dick's wide following will yell loud and long for the pair.

DISK O'THE WEEK

"It Only Happens When I Dance
With You" (3:07)
"A Fella With An Umbrella"
(3:02)

FRANK SINATRA
(Columbia 38192)



FRANK SINATRA

● There's no doubt about this pair! Sure-fire phono items in the very near future are these songs from the forthcoming Irving Berlin flicker "Easter Parade," as offered here by Frank Sinatra. Actually there are no A or B sides to this platter—both show as exceptionally strong contenders for phono honors. Frank lends the top ditty an air of beautiful simplicity as it weaves in slow melodic patter behind singing strings. Soft and charming fragrance flows easily to fill the ether with a shower of emphatic rapture. Frank's gilded vocal efforts are sure to be praised loudly as is maestro Alex Stordahl's wonderful musicianship. Backing is a light rhythmic piece tagged "A Fella With An Umbrella" with Frank turning in another excellent performance. Splendor and enchantment offered here is bound to meet with approval from the host of fans Frank has. Both sides make for fond dancing pleasure and are sure to draw raves. Take into account the wide publicity the wax will draw and music ops have a pair with which they are sure to reap harvest!

"I Still Love You" (2:50)
"Pool Playing Blues" (3:00)

AMOS MILBURN
(Aladdin 211)

● Light haunting and tender pipes of Amos Milburn coupled with this pair of tunes sets the stage for a ton of phono action here. It's the topside that we go for with Amos offering loads of mellow phrases all thru the wax. Cookie weaves in slow tempo with Amos tinkling the '88 and purring in soft splendor. Flip is some stock race material that might grab some glory. Dig the title here for the bill of fare to this wax. Ops with race spots should pay attention to "I Still Love You."

FIGURES SHOWN FOLLOWING SONG
TITLES, INDICATE PLAYING TIME
OF RECORD.

"Ebony Rhapsody" (2:36)
"All My Love Belongs To You" (2:50)

ROY BROWN ORCH.
(DeLuxe 1166)

● Pair of sides for music ops with race spots spill here with maestro Roy Brown twirling the baton. Top deck, featuring chirp Ethel Morris winds with a heavy beat behind the gal's favorable vocalizing. Wax is made for those that go for the hep stuff and like to dance. Flip is the current favorite, "All My Love Belongs To You" with the maestro in the vocal spotlight. Rendition here is favorable and makes for easy listening. Adequate backing by Roy's "Mighty Mighty Men" spikes the pair throughout. Wax deserves your attention.

"Farewell Blues" (2:20)
"Whispering" (2:41)

DON HENRY TRIO
(Regent 116)

● The harmony that this crew display point to another coin winner. Following on the heels of their smash success with "Sabre Dance," the Don Henry Trio offer more potent wax with this rendition of the old favorite "Farewell Blues." Melody of the ditty, both haunting and catchy, has the combo in fine harmonic styling throughout. Refrain here continually keeps coming back and makes for wonderful listening moments. On the flip with another rave fave the crew offer "Whispering." Music ops who cater to the crowd that like soft music beneath soft lights would do well to look into this side. The disk is there for the asking—it rates highly.

"Freight Train Blues" (2:56)
"Card Playing Blues" (2:41)

RED SAUNDERS ORCH.
(Score 2007)

● More wax for ops with race spots with the Chi favorite, Red Saunders on deck for the rhythm offered. Both sides are done up in stock race fashion with a ton of mellow melody seeping thru. Bal-ladeer Eddie Redding in the vocal spotlight on both sides shows with a fair performance. Top side spills with a heavy beat behind it and is suited for the crowd that likes to jump. Flip is a switch to the slow shuffle mood, with Eddie running thru the deck for the blues wordage. Both sides won't cause a traffic jam, but nevertheless might be suited to ops' needs as filler material.

"Little White Lies" (2:51)
"Bread & Gravy" (2:58)

MARTHA DAVIS
(Jewel 2002)

● There's no denying that this kid can sing! It's chirp Martha Davis spooning magic melody to the tuneful oldie "Little White Lies." Altho the song itself is currently one of the hotter phono items, Martha's rendition here should spike phono play all the more. The gal's fond vocal tricks and own unique styling flavor the cookie all the way. Mood is slow and tight and is definitely suited to the dance crowd. On the flip with some heavy race material, Martha displays her versatile pipes in nostalgic fashion once again to the riff of "Bread & Gravy." Wax is there for the asking—we go for "Little White Lies" in a big way.



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THE CASH BOX

Record Reviews

"A Fella With An Umbrella" (3:06)
"Blue Shadows On The Trail" (3:02)

BING CROSBY
(Decca 24433)

● Der Bingle hits the jackpot! More music from the widely hailed Irving Berlin "Easter Parade" film, with Bing offering the sure-fire "A Fella With An Umbrella" in hit proportions. Bing sings behind plush strings that are sure to wing this thing and make ops machines zing. Platter patter is delightful while the vocal chatter is nothing short of resplendent. It's a disk that can't miss becoming a winner. On the flip with a featured ditty from the Disney pic "Melody Time," Bing offers "Blue Shadows On the Trail" to set the stage for a shower of coin play. There are no ifs, and's or but's connected with this platter—it will go like sixty in your phonos.

"The Shoemaker Serenade" (2:56)
"Fiddle Faddle" (2:49)

EDDY MANSON
(Rainbow 10080)

● Bound to cause a storm of approval in music and phono circles is this bit offered by Eddy Manson. It's the delightful English hit, "The Shoemaker Serenade" that Eddy renders and does so in wonderful harmonica tones throughout. Stylist instrumentation that Eddy spills glows brilliantly all thru the platter, boosting its possibilities. Melody is both haunting and soothing at the same time and shows the harmonic-artist at his best. Flip is the current booming "Fiddle Faddle." This side adds laurels to Eddy's gala performance on the top deck and should win wide praise. "The Shoemaker Serenade" is the one we like.

"I Wish I Knew The Name" (3:00)
"Oh How I Miss You Tonight" (3:02)

JOHN LAURENZ
(Mercury 5115)

● Flavorful-favorable sides by song spinner John Laurenz and the set-up of two favorites titled "I Wish I Knew The Name" and "Oh How I Miss You Tonight" make their bid for phono fame here. Music ops should know both tunes well—they have been consistent favorites on the machines recently. John's soft and yet rich, warm tonsils show to advantage throughout the entire waxing and might be used in the event that ops have that open spot on their machines. Altho both sides won't stop traffic, they do nevertheless, make for pleasant listening.

"It Only Happens When I Dance With You" (3:04)

"May I Still Hold You" (3:00)

ART LUND
(MGM 10184)

● It looks like another strong wax item for balladeer Art Lund with this scintillating bit from "Easter Parade." Titled "It Only Happens When I Dance With You," Art lends the beautiful ballad a touch of plush velvet as he warbles the dainty, delicate wordage. String backing by maestro Johnny Thompson adds luster to the cookie and points all the more to Lund's coin-winning potential here. On the backing with another item for the cuddle kids, Art spoons the tender and charming phrasing to "May I Still Hold-You." Stuff is easy on the ears and makes for delightful dancing pleasure. The many Lund fans will go for the pair. Both sides deserve your avid attention.

FIGURES SHOWN FOLLOWING SONG
TITLES, INDICATE PLAYING TIME
OF RECORD.

SLEEPER OF THE WEEK

"Steppin' Out With My Baby" (3:02)

"Better Luck Next Time" (3:00)

GUY LOMBARDO ORCH.
(Decca 24435)



GUY LOMBARDO

● Attractive pair of coin cullers in store for music ops throughout the nation is offered here by maestro Guy Lombardo. Wax is from the forthcoming mucho ballyhoo flicker "Easter Parade" and bears the famed Irving Berlin pen. As such, it stacks up highly and is sure to come in for some heavy coin play. Top deck, "Steppin' Out With My Baby" grabs the lead, with the Lombardo Trio wailing the light and fragrant melody in fine measure. Patter is bright and makes for easy listening throughout. Deck is one that bears watching: its nostalgic refrain is a cinch to draw loads of buffalo. On the flip with more meat for music ops, piper Kenny Gardner steps to the mike to offer "Better Luck Next Time." Wordage weaves around the title throughout, with Kenny's vocal flavor shining in a dazzling aura. Both sides of this "must" platter make for easy listening and dancing pleasure. It's another boffo dinking for Guy Lombardo and one that will definitely boom phono play for music ops.

"You're Mine" (2:58)

"The Windshield Wiper Song" (2:50)

JEFFREY CLAY
(Dana 2011)

● Pair of sides for music ops to look into are these offered here by piper Jeffrey Clay. Tagged, "You're Mine" and "The Windshield Wiper Song," Jeffrey displays his vocal wares in adequate fashion throughout the pair. Top deck grabs the lead with the balladeer spooning romantic vocal magic. Wax is made for the crowd that likes to love while the music is soft and low. Flip is a bit of a novelty tune that sounds fairly attractive. Both sides are potential winners and might garner a spot on your machine as filler material.

"Betty Blue" (2:56)

"I Feel So Smoochie" (2:51)

LOUIS PRIMA ORCH.
(Victor 20-2763)

● It's another winner for maestro Louis Prima with this gay hunk of wax. Titled, "Betty Blue," Louis steps to the vocal spotlight to render the happy wordage. Ditty is wrapped up around the title and weaves in mellow timing throughout. Stuff makes you laugh loud and long as you listen and fairly reeks with the odor of buffalo. On the flip for the tempo of "I Feel So Smoochie," Louis gives out with another grade A performance. Ops should know this side well since it did draw some buffalo not too long ago. "Betty Blue" will keep the phonos jingling with green stuff.

"The Things You Left In My Heart" (2:29)

"Maybe I Love You" (2:49)

JUDY TREMAINE
(Stellar 1007)

● Shades of Helen O'Connell! As a matter of fact this kid sounds more like Helen than that famed thrush did herself. A number sure to meet with wide approval and cause loads of comment is this bit titled "The Things You Left In My Heart." Offering a ton of glamorous tricks that make you stop and listen—and marvel at her wonderful tone and quality, Judy lends this piece an air of beautiful musical magic. Instrumental background furnished by the Roland Moore Trio spikes the cookie all the way to boost its coin-appeal. Flip is another comer titled "Maybe I Love You." You've just gotta hear this kid to appreciate her. Both sides of this blue-ribbon package of wax are musts on your machine!

"Don't Get Salty, Sugar" (2:50)

"I'm So Happy I Could Cry" (2:57)

JOHNNY MOORE'S THREE BLAZERS
(Exclusive 268)

● One of the better platters to be released in quite some time by this combo stack up as items that may prove potential coin winners in the very near future. It's Johnny Moore and His Three Blazers offering loads of mellow melody on "Don't Get Salty, Sugar." Vocal lime-light beams brightly on Charlie Brown throughout the waxing as he offers the tender lyrics in bright tones that satisfy. Flip is toned down a bit with the entire crew displaying their wares in excellent manner throughout. Both sides should garner wonderful reception—take a peek into this pair.

"It's Magic" (3:12)

"It's You Or No One" (3:10)

SARAH VAUGHAN
(Musicraft 557)

● "It's Magic"—that's the story with this kid's pipes! The great Sarah Vaughan offers this top plug tune from the forthcoming Warner Bros. flicker "Romance On The High Seas" with the refrain spelling coin play in a big way. Displaying more force and meaning in her pipes than we've heard in many a moon, Sarah ably shows her nostalgic tonsils off to wonderful advantage. Waxing is one that is sure to go in all types of locations. Flip is another ditty from the same flicker, and has the chirp purring in excellent voice once again. Both sides of this dinking are bound to meet with wide approval. Her rapidly growing clan, and that covers loads of territory, will yowl like mad for this pair. Don't miss it!

"A Fella With An Umbrella" (2:47)

"Steppin' Out With My Baby" (2:35)

DENNY DENIS
(London 206)

● More sweet music from the forthcoming "Easter Parade" flicker, with Denny Dennis to the mike to wail the charming wordage. It's the topside we go for here—altho both decks make for wonderful listening time. Denny's soft spooning has loads of flavor to it, drawing the listener closer to the phono time and again. Light bounce pacing of the tune is delightful with adequate instrumental backing flourishing throughout. On the flip with another plug tune from the same picture, Denny offers happy and carefree wordage to "Steppin' Out With My Baby." Wax is another top notch setting for the balladeer and as such is sure to draw raves from his rapidly growing clan. Get next to this pair—pronto.

CAPITOL'S got the HOT HITS *

* based on actual sales reports

POPULAR

(Rhythm, Ballad, Jazz and Novelty)

- MANANA
ALL DRESSED UP WITH A BROKEN HEART
Peggy Lee
Capitol 15022
- NATURE BOY
LOST APRIL
King Cole
Capitol 15054
- NOW IS THE HOUR
BUT BEAUTIFUL
Margaret Whiting
Capitol 15024
- BABY FACE
HEARTBREAKER
Jack Smith
Capitol 15078
- TOOLIE OOLIE DOOLIE (The Yodel Polka)
YOU CAN'T BE TRUE, DEAR
The Sportsmen
Capitol 15077
- LAROO LAROO LILI BOLERO
TALKING TO MYSELF ABOUT YOU
Peggy Lee
Capitol 15048
- HAUNTED HEART
I'M MY OWN GRANDMAW
Jo Stafford
Capitol 15023
- I'M LOOKING OVER A FOUR LEAF CLOVER
SPANISH CAVALIER
Alvino Rey
Capitol 491
- BEG YOUR PARDON
MELANCHOLY
Dinning Sisters
Capitol 490
- SUSPICION
FLO FROM ST. JOE MO
Tex Williams
Capitol 40109
- SUSPICION
CLABBERIN' UP FOR RAIN
Jo Stafford
Capitol 15068
- THE PEANUT VENDOR
THERMOPOLAE
Stan Kenton
Capitol 15052
- THOUGHTLESS
YOU WERE MEANT FOR ME
Gordon MacRae
Capitol 15027
- CIGAREETES, WHUSKEY, AND WILD,
WILD WOMEN
PEARLY MAUDE
Red Ingle
Capitol 15045
- HE'S A REAL GONE GUY
LET ME LOVE YOU TONIGHT
Nellie Lutcher
Capitol 40017

SEPIA

- FINE BROWN FRAME
THE PIG-LATIN SONG
Nellie Lutcher
Capitol 15032
- KING SIZE PAPA
WHEN YOU'RE SMILING (The Whole
World Smiles With You)
Julia Lee
Capitol 40082
- I GOT A BREAK, BABY
MEAN OLD WORLD
T-Bone Walker
Capitol 15033
- THAT'S WHAT I LIKE
CRAZY WORLD
Julia Lee
Capitol 15060
- HE SENDS ME
COME AND GET IT, HONEY
Nellie Lutcher
Capitol 15064
- BEBOP BLUES
SHUFFLE WOOGIE
Joe Lutcher
Capitol 40071
- NO-NAME BOOGIE
HIT THE BLOCK
Joe Lutcher
Capitol 40101

WESTERN

- I'M WALTZING WITH A BROKEN
HEART
ANYTIME
Foy Willing
Capitol 40108
- DECK OF CARDS
ROUNDED UP IN GLORY
Tex Ritter
Capitol 40114
- SIGNED, SEALED AND DELIVERED
EASY TO PLEASE
Jimmy Wakely
Capitol 40088
- WABASH BLUES
PEEPIN' THRU THE KEYHOLE
Cliffie Stone
Capitol 40083
- HUMPTY DUMPTY HEART
TODAY
Hank Thompson
Capitol 40065
- DON'T TELEPHONE—DON'T TELE-
GRAPH (Tell A Woman)
BLUE AS A HEART ACHE
Tex Williams
Capitol 40081

COUNTRY

- SWAMP WOMAN BLUES
LOVE IN AN AEROPLANE
Milo Twins
Capitol 40094
- WHAT'S ANOTHER HEART TO YOU
A PETAL FROM A FADED ROSE
Eddie Kirk
Capitol 40092
- RENO BOUND
I CAN'T WIN FOR LOSIN'
Karl and Harty
Capitol 40089
- SWEET THING
YODELING WALTZ
The Original Arthur Smith
Capitol 40086
- BORN LO LOSE
HOW DO YOU MEND A BROKEN HEART
Eddie Kirk
Capitol 40116

COMING UP FAST

- GOOFUS
THE HILLS OF CALIFORNIA
Johnny Mercer
Capitol 15051
- HELEN POLKA
MY WIFE HAS GONE AND
LEFT ME
The Sportsmen
Capitol 15046
- WHAT'S GOOD ABOUT
GOODBYE?
GYPSY IN MY SOUL
Margaret Whiting
Capitol 15038
- BLUE SHADOWS ON THE TRAIL
LOVE OF MY LIFE
Andy Russell
Capitol 15063
- GIVE ME THOSE GOOD OLD DAYS
YOU TURNED THE TABLES
ON ME
Benny Goodman
Capitol 15044
- SPANISH BELLS
WESTPHALIA WALTZ
Cliffie Stone
Capitol 40096
- MY HAPPINESS
HIGHWAY TO LOVE
The Pied Pipers
Capitol 15094
- IT'S MAGIC
SPRING IN DECEMBER
Gordon MacRae
Capitol 15072
- RHYTHM RHAPSODY
RHUMBA BOOGIE
Chuy Reyes
Capitol 15067
- HIP-BILLY BOOGIE
WHAT IS THIS THING
CALLED LOVE
Les Paul
Capitol 15070
- WORRY WORRY WORRY
WE JUST COULDN'T SAY
GOODBYE
Hal Derwin
Capitol 498



JUKE BOX REGIONAL RECORD REPORT

The Ten Top Records-City by City

MAY 15, 1948

New York

1. NATURE BOY (King Cole)
2. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
3. HAUNTED HEART (Perry Como)
4. LAROO LAROO LILLI BOLERO (Perry Como)
5. SABRE DANCE (Woody Herman)
6. NOW IS THE HOUR (Bing Crosby)
7. TOOLIE OOLIE DOOLIE (Vaughn Horton)
8. BECAUSE (Perry Como)
9. THE DICKEY BIRD SONG (Freddy Martin)
10. LITTLE WHITE LIES (Dick Haymes)

St. Louis, Mo.

1. NATURE BOY (King Cole)
2. CUCKOO WALTZ (Ken Griffin)
3. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
4. GOOFUS (Johnny Mercer)
5. MY HAPPINESS (Jon & Sondra Steele)
6. THAT AIN'T RIGHT (Frankie Laine)
7. ST. LOUIS BLUES MARCH (Tex Beneke)
8. I HATE TO LOSE YOU (Andrews Sisters)
9. MAYBE YOU'LL BE THERE (Gordon Jenkins)
10. HAUNTED HEART (Perry Como)

Birmingham, Ala.

1. NOW IS THE HOUR (Eddy Howard)
2. BABY FACE (Art Mooney)
3. SIBONEY (Ben Light)
4. SABRE DANCE BOOGIE (Freddy Martin)
5. FOUR LEAF CLOVER (Uptown String Band)
6. BECAUSE (Perry Como)
7. ST. LOUIS BLUES MARCH (Tex Beneke)
8. TOOLIE OOLIE DOOLIE (Vaughn Horton)
9. DICKEY BIRD SONG (Freddy Martin)
10. BEG YOUR PARDON (Francis Craig)

Indianapolis, Ind.

1. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
2. NOW IS THE HOUR (Eddy Howard)
3. MANANA (Peggy Lee)
4. BEG YOUR PARDON (Frankie Carle)
5. BABY FACE (Henry King)
6. SABRE DANCE (Woody Herman)
7. BUT BEAUTIFUL (Eddy Howard)
8. TOOLIE OOLIE DOOLIE (Vaughn Horton)
9. THE DICKEY BIRD SONG (Freddy Martin)
10. FOUR LEAF CLOVER (Russ Morgan)

Oklahoma City, Okla.

1. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
2. BABY FACE (Art Mooney)
3. NOW IS THE HOUR (Bing Crosby)
4. FOUR LEAF CLOVER (Art Mooney)
5. SABRE DANCE (Macklin Marrow)
6. THE DICKEY BIRD SONG (Freddy Martin)
7. TOOLIE OOLIE DOOLIE (Andrews Sisters)
8. CONFESS (Buddy Clark-Doris Day)
9. NATURE BOY (King Cole)
10. HAUNTED HEART (Perry Como)

Tallahassee, Fla.

1. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
2. HAUNTED HEART (Perry Como)
3. NATURE BOY (King Cole)
4. BUT BEAUTIFUL (Margaret Whiting)
5. NOW IS THE HOUR (Bing Crosby)
6. BECAUSE (Perry Como)
7. SHINE (Frankie Laine)
8. TERESA (Vic Damone)
9. TOOLIE OOLIE DOOLIE (Vaughn Horton)
10. SABRE DANCE (Don Henry Trio)

Chicago

1. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
2. TOOLIE OOLIE DOOLIE (Vaughn Horton)
3. LITTLE WHITE LIES (Dick Haymes)
4. SABRE DANCE (Woody Herman)
5. NATURE BOY (King Cole)
6. NOW IS THE HOUR (Gracie Fields)
7. LAROO LAROO LILLI BOLERO (Peggy Lee)
8. BABY FACE (Art Mooney)
9. MANANA (Peggy Lee)
10. MY HAPPINESS (Jon & Sondra Steele)

Cleveland, O.

1. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
2. TOOLIE OOLIE DOOLIE (Vaughn Horton)
3. LITTLE WHITE LIES (Dick Haymes)
4. NATURE BOY (King Cole)
5. BECAUSE (Perry Como)
6. SABRE DANCE (Macklin Marrow)
7. MANANA (Peggy Lee)
8. EBONY RHAPSODY (Rosetta Howard)
9. MADE FOR EACH OTHER (Ethel Smith)
10. BABY FACE (Art Mooney)

Greenfield, Mass.

1. TELL ME A STORY (Sammy Kaye)
2. ST. LOUIS BLUES MARCH (Tex Beneke)
3. MATINEE (Vaughn Monroe)
4. FLORENCE (Louis Prima)
5. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
6. TOOLIE OOLIE DOOLIE (Walt Dana)
7. WE JUST COULDN'T SAY GOODBYE (Andrew Sisters)
8. JUST BECAUSE (Frank Yankovic)
9. BECAUSE (Perry Como)
10. LAROO LAROO LILLI BOLERO (Peggy Lee)

Lufkin, Texas

1. ST. LOUIS BLUES, MARCH (Tex Beneke)
2. BEG YOUR PARDON (Francis Craig)
3. NOW IS THE HOUR (Margaret Whiting)
4. WHAT A FOOL I WAS (Eddy Arnold)
5. SABRE DANCE BOOGIE (Freddy Martin)
6. FOUR LEAF CLOVER (Art Mooney)
7. SEAMAN BLUES (Ernest Tubbs)
8. BABY FACE (Art Mooney)
9. BUT BEAUTIFUL (Tex Beneke)
10. BUBBLES IN MY BEER (Bob Wills)

Topeka, Kansas

1. BABY FACE (Art Mooney)
2. MATINEE (Vaughn Monroe)
3. SABRE DANCE (Woody Herman)
4. THE DICKEY BIRD SONG (Freddy Martin)
5. HAUNTED HEART (Perry Como)
6. THOUGHTLESS (Buddy Kaye)
7. NATURE BOY (King Cole)
8. LAROO LAROO LILLI BOLERO (Peggy Lee)
9. TOOLIE OOLIE DOOLIE (Andrews Sisters)
10. NOW IS THE HOUR (Bing Crosby)

St. Paul, Minn.

1. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
2. JUST BECAUSE (Frank Yankovic)
3. BECAUSE (Perry Como)
4. SABRE DANCE (Woody Herman)
5. THOUGHTLESS (Guy Lombardo)
6. HAUNTED HEART (Perry Como)
7. BABY FACE (Art Mooney)
8. TOOLIE OOLIE DOOLIE (Vaughn Horton)
9. NOW IS THE HOUR (Eddy Howard)
10. FOUR LEAF CLOVER (Art Mooney)

Los Angeles

1. NATURE BOY (King Cole)
2. ST. LOUIS BLUES MARCH (Tex Beneke)
3. SABRE DANCE (Macklin Marrow)
4. IT WAS WRITTEN IN THE STARS (Tony Martin)
5. HAUNTED HEART (Jo Stafford)
6. LITTLE WHITE LIES (Dick Haymes)
7. HOORAY FOR LOVE (Dinah Shore)
8. VERONICA PLAYS THE HARMONICA (Jimmy & Mildred Mulcahy)
9. BECAUSE (Perry Como)
10. BABY FACE (Art Mooney)

Syracuse, N. Y.

1. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
2. NATURE BOY (King Cole)
3. LITTLE WHITE LIES (Dick Haymes)
4. HEARTBREAKER (Ferko String Band)
5. MANANA (Peggy Lee)
6. TOOLIE OOLIE DOOLIE (Vaughn Horton)
7. LAROO LAROO LILLI BOLERO (Perry Como)
8. BABY FACE (Art Mooney)
9. SABRE DANCE BOOGIE (Freddy Martin)
10. NOW IS THE HOUR (Gracie Fields)

Brodhead, Wisc.

1. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
2. TOOLIE OOLIE DOOLIE (Andrews Sisters)
3. BABY FACE (Art Mooney)
4. JUST BECAUSE (Frank Yankovic)
5. SHINE (Frankie Laine)
6. THOUGHTLESS (Buddy Kaye)
7. HAUNTED HEART (Guy Lombardo)
8. THOUSAND ISLANDS SONG (Arthur Godfrey)
9. DICKEY BIRD SONG (Freddy Martin)
10. NATURE BOY (King Cole)

Saginaw, Mich.

1. TOOLIE OOLIE DOOLIE (Andrews Sisters)
2. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
3. NOW IS THE HOUR (Gracie Fields)
4. BABY FACE (Art Mooney)
5. BEG YOUR PARDON (Russ Morgan)
6. ST. LOUIS BLUES MARCH (Tex Beneke)
7. THE DICKEY BIRD SONG (Freddy Martin)
8. BECAUSE (Perry Como)
9. SABRE DANCE BOOGIE (Freddy Martin)
10. NATURE BOY (King Cole)

Cedar Rapids, Ia.

1. NOW IS THE HOUR (Gracie Fields)
2. SABRE DANCE (Woody Herman)
3. THE DICKEY BIRD SONG (Freddy Martin)
4. TOOLIE OOLIE DOOLIE (Andrews Sisters)
5. BUT BEAUTIFUL (Margaret Whiting)
6. SHINE (Frankie Laine)
7. BECAUSE (Perry Como)
8. LAROO LAROO LILLI BOLERO (Peggy Lee)
9. THOUGHTLESS (Guy Lombardo)
10. BEG YOUR PARDON (Frankie Carle)

Portland, Ore.

1. YOU CAN'T BE TRUE, DEAR (Ken Griffin)
2. SABRE DANCE (Woody Herman)
3. HAUNTED HEART (Perry Como)
4. NATURE BOY (King Cole)
5. BABY FACE (Art Mooney)
6. JUST BECAUSE (Frank Yankovic)
7. NOW IS THE HOUR (Gracie Fields)
8. BECAUSE (Perry Como)
9. LAROO LAROO LILLI BOLERO (Peggy Lee)
10. TERESA (Vic Damone)

Columbia Records To Issue Collector Item Wax

NEW YORK—Columbia Records Corporation is planning on adding a new label to their line to consist of records which have become known as collector's items. The new series is to be known as "Special Edition".

The release of these recordings will undoubtedly break up to some extent the exorbitant prices which have been charged for these recordings throughout the years.

Columbia will make available to music ops and dealers such artists as Al Jolson, Glen Gray and His Casa Loma Orchestra, the Dorsey Brothers orch., Bunny Berrian, Duke Ellington, Hoagy Carmichael and a host of other artists who are sure to be in great demand.

Columbia will press these recordings only on order. Minimum standards set by the plattery are that dealers and ops must purchase at least ten records, priced at 60c each plus shipping and insurance charges. The platters are supposed to retail at \$1.00.

Dealers this past week received a letter announcing the release. The letter was reported to be sent under George Avakian's name on the stationery of the American Record Co. Columbia is not mentioned in the letter, altho the return address is the same.

BEACON 50c PLATTER MEETS WITH WIDE INITIAL RESPONSE—OPS LAUD DISC QUALITY



JOE DAVIS

NEW YORK—Initial response by music operators in the east and middle west, to the new Beacon Record, listed to retail at 50c, points to a tremendous bonanza for Joe Davis, president of the firm.

Music operators contacted were quick to state that the Beacon label would give them their first chance in a long time to cut overhead operating costs and pos-

sibly increase their weekly phonograph income.

The new Beacon label, which will wholesale to music operators and dealers for 33c, tax included, is one of the first to come down in price.

Music operators disclosed that initial tests of the Beacon first disk release, "Words Can't Explain" and "Strictly On The Safety Side" by the Red Caps, met with widespread approval on the part of phonograph fans. Ops further stated that the platter's durability is far superior to many recordings currently on the market.

Davis, a veteran figure in the music and recording business has disclosed that he will ship orders of records at prepaid expense. No territorial distributors are involved in the Beacon firm.

Many music operators pointed out that by cutting down on the cost of records, one of their largest operational costs, they would in turn be able to afford better representation on their phonographs, thus giving the record manufacturer and the recording artist greater sales and a wider medium for disk promotion.

"The music operator market represents a very definite force of sales potential and exploitation in this music industry," said Mr. Davis.

"By giving the music operator a record that will not only wear well, but one that will substantially boost the earning power of the phonograph, we believe that we are establishing a greater market for record sales, heretofore neglected."

Davis disclosed that he has a large backlog of masters which were never issued. Altho the recording artists appearing on these records could not be learned, it is known that they are artists who are in great demand.

Davis disclosed the signing of maestro Vincent Lopez to a recording contract. Lopez' records will headline under the Beacon banner.

HEY OPS, RETAILERS—LOOKA HERE! ON JEWEL RECORDS

HOT OFF THE PRESSES INTO YOUR CASH REGISTER
JUST RECORDED IT'S DIFFERENT GREATEST SELLING RECORD TODAY
JUKE-HAPPY NICKEL-GETTING RAPID RETAIL-SELLING
JEWEL # ON-2006

"NATURE BOY"

"Don't You Want That Stone"

RECORDED LAST WEEK entirely with voices, MAUDIE BILLREW with the HOLLYWOODAIRES SPIRITUAL GROUP doing the NUMBER ONE TUNE in an UNUSUALLY DIFFERENT SPIRITUAL, JUMP TEMPO . . . THE GREATEST VERSION of any Tune Ever Recorded . . . RELEASED FIVE DAYS AGO and SELLING Over The COUNTERS On The JUKES to The Tune Of 5,000 per day and growing BIGGER BIGGER BIGGER.

GOING STRONG!

JEWEL # ON-2004

"RECESS IN HEAVEN"

"Why Must I Adore You"

—DAN GRISSOM with Buddy Harper and His Orchestra

Another GREAT LATE RELEASE!

JEWEL # R-5006

"THAT'S A PLENTY" "CARAVAN"

LEW MARCUS and his Nostalgic Piano follows his last Big Hit "IDA" & "DAR-DANELLA" (Jewel R-5005)

WIRE YOUR ORDER NOW

B & W RECORDING COMPANY

4910 SANTA MONICA BLVD. NORmandie 2-8151 LOS ANGELES 27, CAL.

Exclusive Cuts "Nature Boy"

HOLLYWOOD, CALIF.—Leon Rene, prexy of Exclusive Records, announced the platteries first cutting since the recording ban went into effect.

Herb Jeffries flew to Los Angeles to wax the popular "Nature Boy" and "Just Naive." Jeffries was backed by The Celebrities, a vocal choir under the direction of Tom Traynor. Disk jockey's in this area had test cuts of the disk the same day the platter was cut, Rene disclosed.

it takes money to make money

—that's why a lot of smart operators are using Webster-Chicago Nylon Needles. Sure it costs more to begin with—but it pays off quick.

These needles cut out costly shut-downs for service calls... when time is money. AND because Webster-Chicago Nylon Needles have the exclusive KNEE ACTION feature they glide smoothly and evenly over the record—result: a big increase in record plays.

Try one and convince yourself

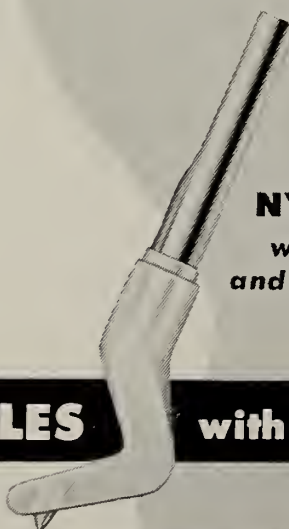
WEBSTER-CHICAGO NYLON NEEDLES

—by the makers of Webster-Chicago Record Changers and Wire Recorders



WEBSTER-CHICAGO

5610 West Bloomingdale Avenue Chicago 39, Illinois



WEBSTER-CHICAGO

IVORY

NYLON NEEDLE

with Knee Action and Precious Jewel Tip

\$3.50

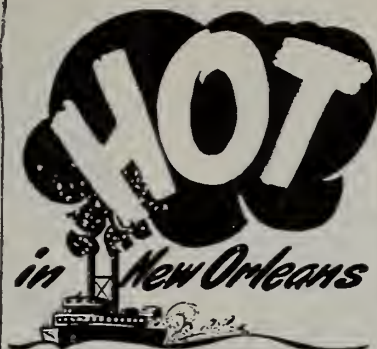
with Knee Action

—makes money for smart operators

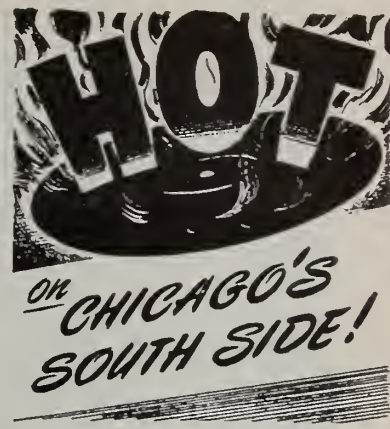
Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!



The Top Ten Tunes Netting Heaviest Play
Compiled From Reports Submitted Weekly
to *The Cash Box* By Leading Music Opera-
tors In New York City's Harlem Area.



The Top Ten Tunes Netting Heaviest Play
Compiled From Reports Submitted Weekly
to *The Cash Box* By Leading Music
Operators In New Orleans.



1 NATURE BOY
King Cole
(Capitol 15054)

NATURE BOY
King Cole
(Capitol 15054)

NATURE BOY
King Cole
(Capitol 15054)

FINE BROWN
FRAME
Nellie Lutcher
(Capitol 15032)

2 GOOD ROCKING
TONIGHT
Wynonie Harris
(King 4210)

GOOD ROCKING
TONIGHT
Wynonie Harris
(King 4210)

LONG GONE
Sonny Thompson
(Miracle 126)

IF I SHOULD
LOSE YOU
Emile Jones
(Staff 606)

3 TOMORROW
NIGHT
Lonnie Johnson
(King 4201)

RECESS IN
HEAVEN
Dan Grissom
(Jewel 4004)

REET PETITE
& GONE
Louis Jordan
(Decca 35481)

NATURE BOY
King Cole
(Capitol 15054)

4 35-30
Paul Williams
(Savoy 661)

REET PETITE
& GONE
Louis Jordan
(Decca 35481)

YOU DON'T
LOVE ME
Camille Howard
(Specialty 307)

THE MOJO
Sax Mallard
(Aristocrat 2001)

5 RECESS IN
HEAVEN
Dan Grissom
(Jewel 2004)

ALL MY LOVE
BELONGS TO
YOU
Bull Moose Jackson
(King 4189)

ALL MY LOVE
BELONGS TO
YOU
Bull Moose Jackson
(King 4189)

YOU DON'T
LOVE ME
Camille Howard
(Specialty 307)

6 BUBBLES
Bill Moore
(Savoy 662)

THAT'S WHAT
I LIKE
Julia Lee
(Capitol 15060)

35-30
Paul Williams
(Savoy 661)

HEY LITTLE
GIRL
Paul Gayten
(DeLuxe 1138)

7 TIME OUT
FOR TEARS
Savannah Churchill
(Manor)

TOMORROW
NIGHT
Lonnie Johnson
(King 4201)

FINE BROWN
FRAME
Nellie Lutcher
(Capitol 15032)

THERE'S
NO YOU
The Ravens
(National 9042)

8 ALL MY LOVE
BELONGS TO
YOU
Bull Moose Jackson
(King 4189)

KING SIZE
PAPA
Julia Lee
(Capitol 40082)

TRAIN BLUES
Roy Milton
(Specialty 524)

LONG GONE
Sonny Thompson
(Miracle)

9 LONG GONE
Sonny Thompson
(Miracle 126)

TEAR DROP
BLUES
Jimmy Liggins
(Specialty)

MILKY WHITE
WAY
Trumpeteers
(Score 5001)

THE TWISTER
Paul Williams
(Savoy 665)

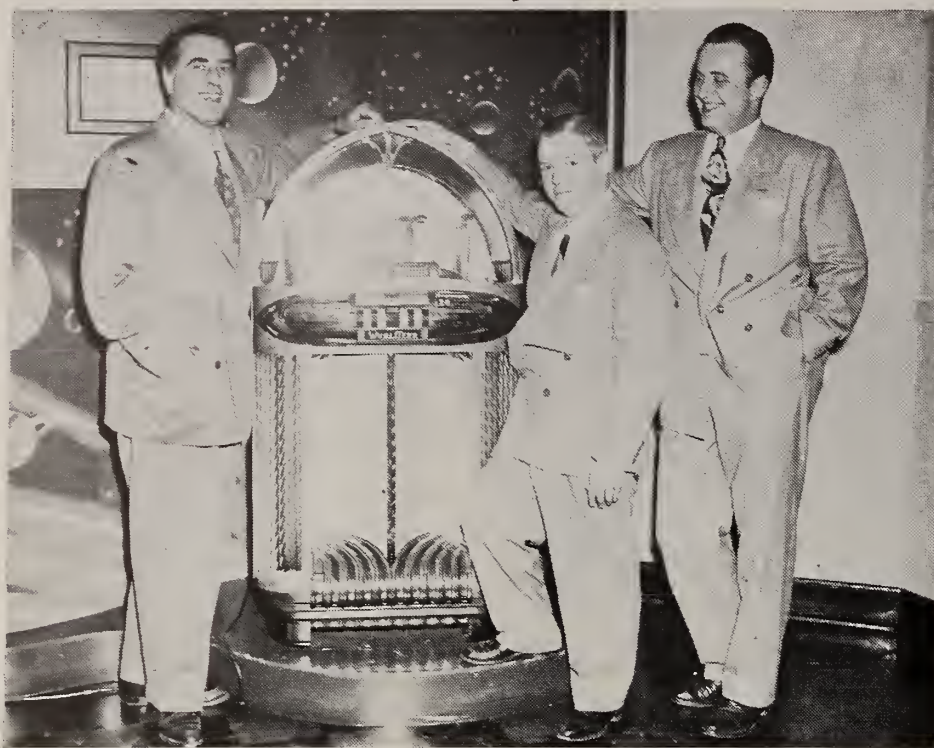
10 DUTCH
KITCHEN
BOUNCE
Arnett Cobb
(Apollo 778)

I LOVE YOU
YES I DO
Bull Moose Jackson
(King 4181)

GOOD ROCKIN'
TONIGHT
Wynonie Harris
(King 4210)

BUBBLES
Bill Moore
(Savoy 662)

"Greek Ambassador" Eyes Wurlitzer Phono



CHICAGO—George Givot, "The Greek Ambassador", "Original Parkyacarcus" anxiously eyes the new Wurlitzer 1100 phono during a visit to the Illinois Simplex Co., Chicago. Pictured with George are (center) Joe Whalen of Bregman, Vocco & Conn and Hugh McGarrity, sales manager of Illinois Simplex. All three listen with eager attention to George's new Tele-Record rendition of "My California".

BEST BET for the BOXES

**"IF YOU HAD
ALL THE WORLD
AND ITS GOLD"**

recorded by

PERRY COMO

RCA Victor 20-2653

Published by

LAUREL MUSIC CO.
1619 BROADWAY · NEW YORK

Current Releases
by **KING**

KING 4220

DON'T FALL IN LOVE WITH ME

backed by

Siesta With Sonny

by **IVORY JOE HUNTER**

KING
RECORDS

1540 BREWSTER AVE.
CINCINNATI 7, OHIO

BEST BET



"TOODLE-OO BABY"

(Too Smart Polka)

and

"TELEVISION"

Dana 2016

DANA RECORDS

286 FIFTH AVE. NEW YORK.

Juke Box "NATURALS"

LARRY VINCENT'S

**"THOSE WEDDING BELLS
ARE BREAKING UP THAT
OLD GANG OF MINE"**

PEARL No. 20

"LITTLE GIRL"

PEARL No. 22

"DOWN ON THE FARM"

(Novelty Riot)

PEARL No. 63

PEARL RECORD CO.

Route 1, Box 105, Covington, Ky.

"Folk" and "Western" RECORD REVIEWS

BULLSEYE of the WEEK

**"I Had A Dream"
"Unloved & Unclaimed"**

ROY ACUFF
(Columbia 38189)

● It's the old favorite Roy Acuff who grabs all the glory this week with his smash diskings of "I Had A Dream" and "Unloved & Unclaimed." Altho both sides are offered in plaintive mood, with a sad story in the background, Roy's excellent styling draws the listener closer to the phono and makes him listen attentively. Fond string spot on the top deck hypos the platter all the way. On the flip with a bit of a sordid story of a drowning, Roy comes thru for music ops with another one that beckons coin play. Both sides of this cookie will boost ops phono take.

**"Spanish Bells"
"Tennessee Baby"**

JIMMY DOLAN
(Modern 20-576)

● Pair of favorable sides by Jimmy Dolan and his Texas Ramblers show as items music ops may use to fair advantage in their machines as excellent filler material. Top deck gets a novel musical interpretation, with the Ramblers displaying their wares adequately throughout. Flip is a straight hill piece, with Jimmy's pipes ringing true. Both sides bear investigation, and rate a spot on your machine.

**"I Know You'll Understand"
"End Of Memory Lane"**

CHARLIE MONROE
(Victor 20-2834)

● Charlie Monroe and his Kentucky Pardners offer a pair here that might meet with ops approval. Utilizing fem chirping on both decks, the duo show as wax loaded with potentialities. Both sides of this platter wear in slow tired fashion, with adequate instrumental backing weaving throughout. Gal duet bounce back on the flip to brighten the patter a bit and make for pleasant listening time. Both sides won't stop traffic, but might be one of those sleepers.

**"Little Strands of Silver"
"If That's The Way You Want It"**

DENVER DARLING
(MGM 10182)

● Top notch ballading of Denver Darling and a pair of tunes that should brighten ops phono take. Top deck, offered in slow waltz fashion has Denver spooning in sincere expression as he tells how every strand of silver is a sign of love. Flip is a switch to a bright and peppy piece that should meet with wide appeal. Denver's wide following should account for many a call for this pair. The wax definitely is of the better sort and will move in your machines.

New Release . . .

"LIL' LIZA JANE"

backed with

"BABY FACE"

by

BUDDY HARRIS & His Lone

Star Playboys

MODERN 20-579

Modern RECORDS

686 NORTH ROBERTSON BOULEVARD

hollywood

THE CASH BOX REPORTS

THE NATION'S



**HILLBILLY
FOLK & WESTERN
JUKE BOX TUNES**

Mercury Cuts "Nature Boy" In England & U.S.A.

CHICAGO — Mercury Records Inc., this city, is scheduled to release their version of the boffo song hit "Nature Boy," with their dinking offering one of the most unique platters in many a moon.

Mercury cut the musical accompaniment in England, utilizing a full 20 piece orchestra. This is undoubtedly the first instance in which a diskier has gone beyond the American Federation of Musicians' jurisdiction to cut. The musical accompaniment master has been flown from England to Chicago, where balladeer John Laurenz will dub in the lyric to the song.

Mercury's "Nature Boy" will probably be the only other disk with musical accompaniment to compete with the Capitol King Cole version. All others thus far are a capella.

**3rd CONSECUTIVE
WEEK**



**7 "TIME OUT
FOR TEARS"**

SAVANNAH CHURCHILL

on MANOR RECORDS
313 WEST 57 ST.
NEW YORK, N. Y.

MEET THIS BULLET HIT

RECORD 21034

**"I DON'T WANT TO MEET
ANY MORE PEOPLE"**

Backed by

"HOLD ME"

by BOB CHESTER & His Orchestra

Order from your nearest distributor

BULLET RECORDS

423 Broad St. (Tel. 6-4573) Nashville, Tenn.

CHERIO MUSIC says . . .

Up Your Take With

"ROSALINDA"

Recorded By

DICK THOMAS.....Decca 46114
RED BENSON.....Rainbow 10033
AL STUART.....Embassy 1005-P
RYTVOC recommends . . .

"I'M A LONELY LITTLE PETUNIA"

Recorded By

DICK 'Two-Ton' BAKER Mercury 5083
Mercury 5083
LAWRENCE WELK.....Decca 24197
TOMMY TUCKER.....Columbia
HARMONAIRES.....Embassy 1001
THE HAPPY GANG

Vic (Can.) 56-0022

Coming Up

"GIN RUMMY POLKA"

Recorded by AL STUART Emb. 1004
1585 BROADWAY, NEW YORK, N. Y.

JUKE-BOX HEADACHES DISAPPEAR

**WHEN
YOU USE**

SYLVANIA TUBES



Cut down on your juke-box service calls. Don't settle for tubes that may not give dependable performance. Insist on Sylvania . . . they're tops!

That's because Sylvania Radio Tubes undergo so many manufacturing tests . . . incorporate so many advances in design and materials . . . that when they get to you they're virtually trouble-free—and stay trouble-free for many, many years!



SYLVANIA ELECTRIC

EMPORIUM, PA.

MAKERS OF RADIO TUBES; CATHODE RAY TUBES;
ELECTRONIC DEVICES; FLUORESCENT LAMPS, FIX-
TURES, WIRING DEVICES; ELECTRIC LIGHT BULBS

1 DECK OF CARDS
"T" Texas Tyler
(4-Star 1228)

2 ANYTIME
Eddy Arnold
(Victor 20-2700)

3 WHAT A FOOL I WAS
Eddy Arnold
(Victor 20-2700)

**4 WALTZ OF THE
WIND**
Roy Acuff
(Columbia 38042)

**5 WAITING FOR THE
TRAIN**
Ernest Tubb
(Decca 46119)

**ADDITIONAL TUNES LISTED BELOW
IN ORDER OF POPULARITY**

**SIGNED, SEALED AND
DELIVERED**

Cowboy Copas
(King 658)

TENNESSEE WALTZ

Jimmie & Leon Short
(Decca 46122)

**PEPPIN' THRU THE
KEYHOLE**

Johnny Tyler
(Victor 20-2620)

**SLAP 'ER DOWN
AGIN, PAW**

Esmerelda
(Musicraft 524)

**I'LL HOLD YOU IN
MY HEART**

Eddy Arnold
(Victor 20-2332)

Please mention **THE CASH BOX** when answering ads—it proves you're a real coin machine man!

MUSIC BIZ MAINTAINS OPTIMISTIC STAND TOWARD END OF RECORDING BAN

A Capella Disks Not Meeting With Ops Approval; Rumor Disk Officials Huddle With Petrillo

NEW YORK—Continued optimism on the part of music publishers, diskers and artists, with regard to the supposed end of the current recording ban, reigned throughout the nation this past week.

The ban, now in its fifth month, seems to have been generally accepted by the major platteries, with most not seeking ways and means other than vocal dubbing for orchestral background, as a substitute for cutting and recording hot song hits. On the other hand, the independents, who do not have the large background of masters that the majors do, have continued recording to some extent, using non-union musicians and those instruments sanctioned by the American Federation of Musicians.

Nevertheless, those affected by the recording ban continue to foresee an early end to the ban. General opinion functions around the belief that the major diskeries, many of whom have missed out on flash song hits and a large volume of sales because of the ban, are seriously investigating all possibilities of getting around the Taft-Hartley Law, which seems to be the thorn in the current dispute.

Rumors to the effect that meetings are being held between officials and representatives of the recording industry and James C. Petrillo, president of the AFM, continue to persist.

While Mr. Petrillo offers no immediate statement regarding the possibilities of an early settlement, it is rumored that

discussions both pro and con have been entered into.

Meanwhile the continued flourish of a capella recordings seems to have met with little approval on the part of music operators. Ops report that their phonograph customers have not accepted the utilization of vocal backgrounds in the place of an orchestra.

King Records Appoint Three New Distributors

CINCINNATI, O.—Al Miller, sales manager for King Records, Inc., this city, announced this past week that his firm had appointed three new distributors, two in the Northwest and one to service the Dakotas.

The Northwest Music Co., Pierre, South Dakota, will handle North and South Dakota, sales and distribution.

The Vogue Dist. Co., of Seattle, Washington, will service Washington, Oregon, western Montana and northern Idaho.

Utah, western Wyoming, eastern Nevada and southern Idaho will be covered by El Rancho Cordova, Salt Lake City, Utah.

In addition to the new distributors, King now has eleven branches and plans on opening additional branches in Nashville and Pittsburgh within 60 days.



CHICAGO—Eddy Howard is bringing 'em into the Aragon in crowds...reaching the 6,200 figure some eves...which is something to whistle about these days...in fact, the cab driver, that sage of the road, who drove us out to the Aragon told us, "Boy, when Eddy Howard's playin' they all come out here. Even from 'way out on the south side."...Joe Whalen and Chester Conn (BVC) covering the spots together...with hustlin' Chester telling us all about the "old days in Chi" when he "was young"...the gay dog...he and his "Little White Lies"... Joe Sudy at the Bismarck's Walnut Room, in between bites of smelts, telling us how he came to record for the Fortune plattery. It seems that when Joe played Detroit a young gal walked up to the bandstand and asked him would he like to make a record? Joe, thinkin' it was a kid, answered "yes." Little did he know that the Fortune plattery had sent the gal, who was also part owner of the diskery, and that the actual owner was a juke box op. So there you have the why and wherefore of Joe Sudy's first Fortune disk which received very neat notice here some weeks ago...Armand Baum of Dreyer telling us, "'You Can't Be True Dear' if I don't get mention"...hope this takes care of Armand whose song, by the bye, is clicking nicely.

George Givot, "The Greek Ambassador," came to town in a whirl...seems that George has gone into the record biz and is now pressing under the "Tele-record" label...George has an oldie that has plenty of shmaltz in it and, by the way, was much, much surprised that we hummed the tune for him...it's "My California"...done by Con Conrad and Cliff Friend...and one of the best of the oldies...with George's disk destined for lots of action if he keeps up that smashing sales offensive he has started...Chuck Foster is staying on at the Stevens with the ice show and will remain right into the summer season...it should be a very nice way to spend a Chi summer...with an ice show, Chuck...Hildegard, always a favorite around our Windy City, will have Eddy Oliver's ork for her opening at the Palmer House...Sarah Vaughan, who just recorded "Nature Boy" for Musicraft, proved the power of her grand pipes by loading the Civic Opera House, week ago Satty night...Jerry Abbott had a tough break with his opening at the College Inn...after rehearsing with Herbie Fields all week long...he was given a mashed up five piecer to back him up...and it was a race from start to finish...with Jerry boiling mad and nervous throat...but the kid's pipes still pullin' plenty of hand clapping from the assemblage.

Chuck and Evelyn Aron of the Aristocrat plattery, who are doing their own distributing here, report that they should have started y'ars and y'ars ago...it's that lucrative...and, they also find they're gettin' their disks into more and more juke boxes than ever before...good luck, kids...Dick (Tower) Bradley on his way to Noo Yawk to attend Jack Owens' personal appearances on the Chesterfield Supper Club, Paul White-man and Tommy Dorsey shows...and will also do some pluggin' for his latest, "Pop Corn Polka"...Eddie Ballentine, ork pilot of the Breakfast Club (now in N. Y. C.), can take the bows for this latest composition...Contrary to all reports, Chick Kardale is still hard at work and pluggin' away...Chick has "Nature Boy" for his plug tune...a swell break for a swell guy...George Olsen steps on the bandstand at the Edgewater once again June 11...can't keep him away from such a swell spot in the summertime...George is doin' plenty of pluggin' for his "I Found A Rose"...Georgie, it sounds very good...Armand Klein, formerly with Mood Music, has hied himself off to Albuquerque.



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WERE GIVEN FOR
OUTSTANDING
Needle PERFORMANCE

Permo Point Round and Permo Point Elliptical would top the list for:

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for the
Best Record
of 1947

VITAcoustic
MEANS
"LIVING SOUND"

★ ★
DON'T MISS
THIS MUST!
FRANKIE LAINE'S
"THAT AIN'T
RIGHT"

MERCURY #5114
★ ★

Apollo Adds Distributors

NEW YORK—Ralph Berson, general sales manager of Apollo Records returned this past week from a trip throughout the middle west with a list of newly appointed distributors of the Apollo label.

Latest firm to take over the line is G & S Dist. Co., of St. Paul, Minn. Others announced recently include the S. E. Schulman Co. of Chicago and the Pan American Dist. Co. of Detroit.

Lou Wendell and Clarence Cecka manage the G & S firm in St. Paul, and will distribute the Apollo platter throughout Minnesota and the states of North and South Dakota. This latest appointment brings the number of Apollo's distributors to thirty, in addition to the diskery's branch offices in Los Angeles, Atlanta and New York.

Rube Schoenberg of the S. E. Schulman Co. in Chicago conferred with Berson on his return to New York, and plans were set into operation for directing major promotion on Apollo's fast rising seller, "If I Live To Be A Hundred," by Bob Hannon.

Pastner Bows Into Disk Distrib Business

PHILADELPHIA, PA.—Sid Pastner, former Sales Manager of Philly's David Rosen, Inc., has established himself as a record distributor near the heart of Philadelphia at 310 East Thompson Street. The solid backing Pastner has secured, plus his years of valuable experience and organizational talents promise that his new firm Pasco Dist. Co. will do a top notch job throughout Eastern Pennsylvania.

Modern Records Hypo "Chinatown" Disk Sale



NEW YORK — Pictured above with Mr. Shayvee Lee, Mayor of New York's Chinatown; Gloria Friedman and Bob Duberstein, Modern Records Dist. Co. heads, get the go ahead sign on their click Modern platter "Chinatown & Hindustan" by the Aqua String Band. Disk is currently climbing in pop music circles.

GUY LOMBARDO

AT A
SIDEWALK
PENNY ARCADE

DECCA RECORDS

The Records
You Need!

Write, Wire or Phone
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★ "YOU DON'T LOVE ME"

★ backed by

★ "X-TEMPERANEOUS BOOGIE"

DEMAND! The ONE and ONLY

Vocal Duet with The Sensational INSTRUMENTAL Background

the SMASH HIT

Original

MY HAPPINESS

Backed by "THEY ALL RECORDED TO BEAT THE BAN"

JON and SONDR A STEELE

Damon ...RECORD D-11133-B

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Chicago, Illinois

SCOTT-CROSSE COMPANY
1423 Spring Garden Street
Philadelphia, Pennsylvania

STANDARD DIST. COMPANY
1729 Fifth Avenue
Pittsburgh, Pennsylvania

MASS. MUSIC DIST. CO.
1269 Tremont
Boston, Massachusetts

W. E. HARVEY COMPANY
12649 Linwood Avenue
Detroit, Michigan

W. E. HARVEY COMPANY
234 Walnut
Cincinnati, Ohio

F & M DIST. COMPANY
7620 Lexington Avenue
Cleveland, Ohio

HURT SALES & DIST. CO.
311 D. N. E.
Childress, Texas

HARRY FOX ASSOCIATES
2519 West 7 Street
Los Angeles, California

MILLNER RECORD SALES
COMPANY, INC.
110 North 18 Street
St. Louis, Missouri

MASTER RECORD SALES CO.
653 Ninth Avenue
New York City, N. Y.

BALLANTYNES
7221 Northeast Sandy
Portland, Oregon

NORTHWEST MUSIC
Pierre, South Dakota

DUNBAR DIST. COMPANY
3004 Ross Avenue
Dallas, Texas

W. M. AMANN DIST. CO.
115 Olive Street
Shreveport, Louisiana

MAJOR DIST. COMPANY
106 DeKalb Avenue
Brooklyn, New York

ROBERTS RECORD DIST. CO.
1615 Main Street
Kansas City, Missouri

RECORD SALES COMPANY
351 Edgewood Avenue
Atlanta, Georgia

RECORD SALES COMPANY
2117 Third Avenue, N.
Birmingham, Alabama

FOUR STAR RECORDS, INC.
Box 9096, Station S
Los Angeles, California

SCHWARTZ BROTHERS
3623 12th Street
Washington, D. C.

FORTUNE RECORD DIST.
11839 12th Street
Detroit, Michigan

MUSIC SALES COMPANY
680 Union Avenue
Memphis, Tennessee

MUSIC SALES COMPANY
704 Baronne
New Orleans, Louisiana

NIAGARA & MIDLAND CO.
881 Main Street
Buffalo, New York

DAVIS SALES COMPANY
1010 Seventeenth Street
Denver, Colorado

SOUTHLAND DIST. COMPANY
441 Edgewood Avenue
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NORTHWEST RECORD
DISTRIBUTORS, INC.
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DAMON RECORDING
STUDIOS, INC.
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1221 BALTIMORE AVENUE
KANSAS CITY, MO.

THE CASH BOX

DISC-HITS BOX SCORE

COMPILED BY
JACK "One Spot" TUNNIS

IN ORDER OF POPULARITY
BASED ON
WEEKLY NATIONAL SURVEY

BOX SCORE TABULATION COMPILED ON THE AVERAGE
INDIVIDUAL PURCHASE ON THE BASIS OF 1000 REC-
ORDS—LISTED IN ORDER OF POPULARITY, INCLUDING
NAME OF SONG, RECORD NUMBER, ARTISTS, AND RE-
CORDING ON THE REVERSE SIDE.

CODE

AL—Aladdin	MG—M-G-M
AP—Apollo	MI—Miracle
AR—Aristocrat	MN—Manor
BU—Bullet	MO—Modern
CA—Capitol	MU—Musicraft
CE—Celebrity	NA—National
CN—Continental	RA—Rainbow
CO—Columbia	RE—Regent
CS—Coast	SA—Savoy
DE—Decca	SD—Super Disc
DEL—DeLuxe	SI—Signature
EX—Exclusive	SP—Specialty
JD—Joe Davis	SN—Standard Phono
KI—King	ST—Sterling
LI—Lissen	TR—Trilon
LO—London	UN—Universal
MA—Majestic	VI—Victor
ME—Mercury	VT—Vitacoustic

- | | May 8 | May 1 |
|--|--------------|--------------|
| 1—SABRE DANCE | 103.9 | 101.4 |
| CO-38102—WOODY HERMAN O.
<i>Swing Low, Sweet Chariot</i> | | |
| DE-24388—VICTOR YOUNG O.
<i>For Whom The Bell Tolls</i> | | |
| MG-30048—MACKLIN MARROW | | |
| SI-15180—RAY BLOCH O.
<i>Minuet In G</i> | | |
| RE-111—DON HENRY TRIO
<i>Turnpike Polka</i> | | |
| VI-20-2721—FREDDY MARTIN O.
<i>After You're Gone</i> | | |
| 2—NOW IS THE HOUR | 103.8 | 99.1 |
| CA-15024—MARGARET WHITING
<i>But Beautiful</i> | | |
| CO-38061—HORACE HEIDT O.
<i>I'll Never Say I Love You</i> | | |
| CO-38115—BUDDY CLARK
<i>Peculiar</i> | | |
| CM-7502—JERRY WALD O.
<i>I Hate To Lose You</i> | | |
| DE-24279—BING CROSBY
<i>Silver Threads Among The Gold</i> | | |
| DE-24378—BOB CARROLL
<i>Sapphire Of The Tropics</i> | | |
| LO-110—GRACIE FIELDS
<i>Come Back To Sorrento</i> | | |
| ME-5103—LES PAUL TRIO
<i>My Extraordinary Gal</i> | | |
| MG-10125—KATE SMITH
<i>I'll Never Say I Love You</i> | | |
| MU-532—SHEP FIELDS O.
<i>Lone Star Moon</i> | | |
| MA-1191—EDDY HOWARD O.
<i>True</i> | | |
| SI-15178—RAY BLOCH O.
<i>Nina-Nana</i> | | |
| VI-20-2704—CHARLIE SPIVAK O.
<i>Who Are We To Say</i> | | |
| 3—MANANA | 85.0 | 100.9 |
| CA-15022—PEGGY LEE | | |
| DE-24333—THE MILLS BROS.
<i>I Wish I Knew The Name</i> | | |
| LO-187—EDMUNDO ROSS
<i>The Coconut</i> | | |
| VI-20-2819—JOE LOSS O.
<i>Teresa</i> | | |
| 4—LITTLE WHITE LIES | 73.1 | 45.6 |
| CO-38114—DINAH SHORE
<i>Crying For Joy</i> | | |

- | | May 8 | May 1 |
|--|-------------|-------------|
| DE-24280—DICK HAYMES
<i>Sierra Madre</i> | | |
| VI-27521—TOMMY DORSEY O. | | |
| 5—BABY FACE | 71.3 | 36.9 |
| AP-1114—PHILLIE ALL STAR STRING BAND
<i>Bye, Bye, Blackbird</i> | | |
| CO-30014—JERRY WAYNE & DELL TRIO | | |
| DE-25356—HENRY KING O.
<i>Oh, You Beautiful Doll</i> | | |
| KR-216—UPTOWN STRING BAND | | |
| ME-2120—AQUA STRING BAND | | |
| MG-10156—ART MOONEY O.
<i>Encore Cherie</i> | | |
| ST-294—HUM & STRUM | | |
| TO-294—BENNY STRONG O. | | |
| PA-1105—FERKO STRING BAND | | |
| UN-627—MILT SCOTT ORCH. | | |
| VI-22879—SAMMY KAYE O.
<i>Miss You</i> | | |
| 6—TOOLIE OOLIE DOOLIE | 66.3 | 41.2 |
| CA-15059—THE SPORTSMEN | | |
| CN-1223—VAUGHN HORTON | | |
| DA-2015—DANA SERENADERS | | |
| DE-24380—ANDREWS SISTERS | | |
| FL-5005—ALPINE BELLES | | |
| LO-201—JOHNNY DENNIS | | |
| SR-5505—LARKIN SISTERS | | |
| ST-1013—DICK HAYMAN | | |
| VI-25-1114—HENRI RENE O. | | |
| 7—BECAUSE | 60.7 | 74.4 |
| AP-1068—HAL WINTERS
<i>Because</i> | | |
| VI-20-2653—PERRY COMO | | |
| 8—BEG YOUR PARDON | 56.3 | 52.5 |
| BU-1700—FRANCIS CRAIG O. | | |
| CA-490—DINNING SISTERS
<i>Melancholy</i> | | |
| CO-38036—FRANKIE CARLE O.
<i>The Dream Peddler</i> | | |
| DE-24339—RUSS MORGAN O. | | |
| ME-5109—SNOOKY LANSON | | |
| MG-10140—ART MOONEY ORCH. | | |
| VI-20-2647—LARRY GREEN O.
<i>Can It Ever Be The Same</i> | | |
| 9—HAUNTED HEART | 43.8 | 54.5 |
| CA-15023—JO STAFFORD
<i>I'm My Own Grandmaw</i> | | |
| CO-38112—BUDDY CLARK
<i>First Prize At The Fair</i> | | |
| CO-38083—BUDDY CLARK
<i>Matinee</i> | | |
| DE-24362—GUY LOMBARDO O.
<i>Saturday Night In Central Park</i> | | |
| DE-24370—BING CROSBY
<i>Moonlight On A White Picket Fence</i> | | |
| ME-5120—VIC DAMONE
<i>Tell Me A Story</i> | | |
| MG-10153—GEORGE PAXTON O.
<i>Dream Girl</i> | | |
| VI-20-2713—PERRY COMO
<i>Carolina Moon</i> | | |
| VI-45-0050—RUSS CASE O.
<i>Inside U. S. A.</i> | | |
| 10—THE DICKEY BIRD SONG | 36.9 | 20.8 |
| CO-38085—THE DELL TRIO
<i>Encore Cherie</i> | | |
| DE-24301—LARRY CLINTON O.
<i>Ooh! Looka There</i> | | |
| MA-1234—GEORGE OLSEN O.
<i>Thoughtless</i> | | |
| MG-10138—BLUE BARRON O.
<i>My Cousin Louella</i> | | |
| VI-20-2617—FREDDY MARTIN O.
<i>If Winter Comes</i> | | |
| VT-22—JOAN EDWARDS | | |
| 11—NATURE BOY | 33.2 | 32.1 |
| CA-15054—KING COLE
<i>Lost April</i> | | |
| MU-567—SARAH VAUGHN
<i>I'm Glad There Is You</i> | | |
| 12—I'M LOOKING OVER A FOUR LEAF CLOVER | 33.1 | 59.3 |
| CA-491—ALVINO REY ORCH.
<i>Spanish Cavalier</i> | | |
| CO-38100—TINY HILL ORCH.
<i>Show Me The Way To Go Home</i> | | |

- | | May 8 | May 1 |
|--|-------------|-------------|
| CO-38082—CODY FOX
<i>I Only Want A Buddy</i> | | |
| CO-38081—ARTHUR GODFREY
<i>The Thousand Islands Song</i> | | |
| DE-24319—RUSS MORGAN ORCH.
<i>Bye Bye Blackbird</i> | | |
| ME-5100—UPTOWN STRING BAND | | |
| ME-5105—FRANKIE LAINE | | |
| MG-10119—ART MOONEY ORCH.
<i>The Big Brass Band From Brazil</i> | | |
| MU-543—THE POLKA DOTS | | |
| RA-10043—JIMMY SAUNDERS
<i>Heart Breaker</i> | | |
| SI-15117—RAY BLOCH ORCH.
<i>But Beautiful</i> | | |
| TR-220—ALEXANDER ORCH. | | |
| VI-20-2668—THE THREE SUNS
<i>Eccentric</i> | | |
| VI-20-2787—CURLY HICKS
<i>Limehouse Blues</i> | | |
| 13—TELL ME A STORY | 30.6 | 27.4 |
| CO-38050—FRANKIE CARLE O.
<i>My Promise To You</i> | | |
| DE-24329—AMES BROTHERS | | |
| ME-5120—VIC DAMONE
<i>Haunted Heart</i> | | |
| MG-10144—BOB HOUSTON | | |
| VI-20-2761—SAMMY KAYE O.
<i>I Wouldn't Be Surprised</i> | | |
| 14—LAROO LAROO LILLI BOLERO | 30.0 | 29.1 |
| CA-15048—PEGGY LEE
<i>Talking To Myself About You</i> | | |
| CO-38130—FRANKIE CARLE O.
<i>Someone Cares</i> | | |
| DE-24404—BING CROSBY
<i>The Story Of Sorrento</i> | | |
| ME-5121—VIC DAMONE
<i>My Fair Lady</i> | | |
| MG-10166—BOB HOUSTON
<i>I Still Love You</i> | | |
| MU-546—SHEP FIELDS O.
<i>Hold It Joe</i> | | |
| VI-20-2734—PERRY COMO | | |
| 15—ST. LOUIS BLUES MARCH | 29.4 | 24.4 |
| VI-20-2722—TEX BENEKE O.
<i>Cherokee Canyon</i> | | |
| 16—SHINE | 26.3 | 39.8 |
| DE-48074—SLIM GREEN
<i>What's The Reason</i> | | |
| DE-25354—ELLA FITZGERALD
<i>Darktown Strutters Ball</i> | | |
| DE-25353—GUY LOMBARDO O.
<i>Corn Silk</i> | | |
| DE-24382—THE MILLS BROS.
<i>Love Is Fun</i> | | |
| ME-5091—FRANKIE LAINE
<i>We'll Be Together Again</i> | | |
| VI-20-2760—HOT QUINTETTE
<i>Ebony Rhapsody</i> | | |
| 17—MATINEE | 20.7 | 32.3 |
| CA-15041—GORDON MacRAE
<i>Feathery Feelin'</i> | | |
| CO-38083—BUDDY CLARK
<i>Haunted Heart</i> | | |
| DE-24375—BOB EBERLY
<i>It's All Over But The Crying</i> | | |
| VI-20-2671—VAUGHN MONROE O.
<i>If Someone Cares</i> | | |
| 18—THOUGHTLESS | 13.8 | 11.9 |
| CA-15027—GORDON MacRAE
<i>You Were Meant For Me</i> | | |
| CO-38079—DORIS DAY
<i>I've Only Myself To Blame</i> | | |
| CS-8039—CURT MASSEY | | |
| DE-24318—GUY LOMBARDO O.
<i>I'll Dance At Your Wedding</i> | | |
| LO-143—THE SQUADRONAIRES
<i>That Feathery Feelin'</i> | | |
| MA-1234—GEORGE OLSON O.
<i>The Dickey Bird Song</i> | | |
| ME-5104—VIC DAMONE
<i>Love Is So Terrific</i> | | |
| MG-10137—BUDDY KAYE QUINTET
<i>Carnival In Venice</i> | | |
| SI-15176—RAY BLOCH O.
<i>At The Candlelight Cafe</i> | | |
| VI-20-2714—LARRY GREEN O.
<i>Wishing</i> | | |

	May 8	May 1
19—DECK OF CARDS	13.3	2.8
CA-40114—TEX RITTER Rounded Up In Glory		
4S-1228—T. TEXAS TYLER Sweet Thing		
VI-20-2821—PHIL HARRIS O. Somebody Else—Not Me		

20—THE THOUSAND ISLANDS SONG	7.5	14.2
CA-15008—JOHNNY MERCER Hooray For Love		
CO-38081—ARTHUR GODFREY I'm Looking Over a Four Leaf Clover		
MG-10136—KORN KOBBLERS		
VI-20-2619—LOUIS PRIMA O. I'm Living A Lie		

ADDITIONAL TUNES LISTED BELOW
IN ORDER OF POPULARITY

21—JUST BECAUSE	5.7	7.8
22—WERE WERE MEANT FOR ME	5.6	16.4
23—PEANUT VENDOR	5.5	6.6
24—SUSPICION	5.4	—
25—WORRY, WORRY, WORRY	5.3	1.3
26—BUT BEAUTIFUL	5.1	11.0
27—CIGARETTES, WHUSKEY AND WILD, WILD WOMEN	5.0	5.7
28—LOVER	4.9	7.9
29—AIRIZAY	4.8	3.9
30—I'VE GOT A CRUSH ON YOU	3.9	4.4
31—PIANISSIMO	2.5	6.7
32—BEYOND THE SEA	2.2	2.9
33—BEST THINGS IN LIFE ARE FREE, THE	1.8	3.5
34—ALL OF ME	1.7	—
35—HEARTBREAKER	1.6	4.3
36—LOVE OF MY LIFE	1.5	—
37—I LOVE YOU, YES I DO	1.4	—
38—LOVE IS SO TERRIFIC	1.3	—
39—I WISH I KNEW THE NAME	1.2	—
40—GOOFUS	1.0	1.4

GEORGE GIVOT



SINGS THE MOST SENSATIONAL
JUKE BOX TUNE OF 1948 . . .

"My California"

BACKED WITH

"Darktown Strutters Ball"

on Tele-Record No. 4803

Disk Jockeys ★ Retail Record Stores
★ Juke Box Ops Are Going Absolutely
NUTS Over This Biggest Moneymaker
of 1948—MORE THAN A SONG—EVEN
MORE THAN A RECORD—It's The One
And Only Incomparable GEORGE GIVOT
Singing COIN INTO JUKE BOXES!
It's The Gay Old Big Time All Over Again!

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Model A w/play meter	\$897.50
Model A without play meter ..	887.50
Automatic Hostess Complete	
20 Station Unit	14,800.00
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W/Amplifier & Rem. Vol. Con.	482.50
W/Amplifier-No Rem. Vol. Con.	470.00
Complete—No Amp., No Vol. Con.	410.00
5c 3 wire 40 selection wall box	53.50
5-10-25c 3 wire 40 sel. wall box	59.50
Stepper for 10 wall boxes ...	39.75
Stepper for 25 wall boxes ...	42.75
AIREON	
Coronet 400	495.00
Blonde Bombshell	595.00
Fiesta DeLuxe	595.00
Super DeLuxe	595.00
48' Model Hideaway	299.50
48' Model trio wall and bar box	59.50
48' Carilleon Speaker	37.50
48' Melodeon Speaker	27.50
48' Impresario Speaker	19.50
FILBEN	
Maestro	595.00
Mirrocle Cabinet	325.00
30 Selection Stowaway Mech..	398.00
BUCKLEY	
Music Box	25.00
MILLS INDUSTRIES	
Constellation	795.00
PACKARD MFG. CORP.	
Manhattan Phonograph	695.00
Hideaway Model 400	383.00
Model 1000 Spkr.—Paradise.	129.50
Butler Wall Box Hi-Chrome 5c	32.50
Butler Wall Box Hi-Chrome 10c	33.95
950 Speaker	35.00
650 Speaker	16.50
ROCK-OLA	
Magic-glo Phonograph...No Price Set	
1807 Moderne Corner Spkr...	107.50
1906 Remote Volume Control	6.90
1530 Wall Box	39.50
1603 Wall Speaker	42.50
1606 Tonette Wall Spkr.	21.50
1608 ToneOLier Spkr.	65.00
1607 Tonette Wall Spkr.	19.75
1531 DeLuxe Bar Bracket ...	8.25
1533 Universal Bar Bracket..	3.90
1795 Wall Box Line Booster..	16.35
SEEBURG	
148-M Symphonola	965.00
148-S Symphonola	895.00
H-148-M RC Special	564.00
Wireless Wallomatic	58.50
Wired Wallomatic	49.75
5-10-25c Wireless Wallomatic..	87.50
5-10-25c Wired Wallomatic ..	75.00
Teardrop Speaker	19.95
RS4-8 Recess Wall & Ceil. Spkr.	18.00
1948 Door & Dome	102.50
WURLITZER	
1100 Standard	999.50
1080A Colonial	899.50
1017A Conc. chngr. w/stepper	529.50
1015 Standard	914.50
1080 Colonial	875.00
1017 Conc. chngr. w/stepper.	499.50
2140 5-10c Wireless	50.00
3025 5c 3-wire	49.50
3045 Wireless	59.50
3020 5-10-25c 3-wire	69.50
3031 5c 30-wire	39.50
212 Master Unit	70.00
215 Wireless Transmitter...	17.50
216 Wireless Impulse Receiver	22.50
217 Auxiliary Amplifier	35.00
218 30-wire Adptr. Term. Box	15.00
219 Stepper	46.50
4000 8" Metal Star Speaker..	45.00
4002 8" Plastic Star Speaker.	45.00
4004A 8" Metal Musical Note Speaker	30.00
4005 8" Walnut Round Spkr..	22.50

MUSIC	
4005A 8" Walnut Round Spkr.	\$25.00
4006A 8" Deluxe, Walnut Round Mirror	35.00
4007 12" Inter. Deluxe Spkr.	135.00
4008 15" Deluxe Speaker ...	185.00
PINS	
BALLY	
Ballerina	289.50
CHICAGO COIN	
Trinidad	275.00
GENCO	
Trade Winds	289.50
EXHIBIT	
Banjo	299.50
GOTTLIEB	
Jack 'N Jill	294.00
MARVEL	
Leap Year	289.50
Leap Year w/4 coin chute...	299.50
J. H. KEENEY CO.	
Cover Girl	265.00
UNITED MFG. CO.	
Wisconsin	275.00
WILLIAMS MFG. CO.	
Virginia	299.50
COUNTER GAMES	
A.B.T. MFG. CORP.	
Challenger	65.00
BALLY MFG. CO.	
Heavy Hitter	184.50
w/stand	196.50
GOTTLIEB	
DeLuxe Grip Scale	39.50
GROETCHEN MFG. CO.	
Camera Chief	19.95
ONE-BALLS	
BALLY	
Gold Cup, F. P.	645.00
Trophy, P. O.	645.00
J. H. KEENEY CO.	
Favorite	No Price Set
BELLS	
BUCKLEY	
Criss Crosse Belle.....	No Price Set
BELL-O-MATIC CORP.	
5c Jewel Bell	248.00
10c Jewel Bell	253.00
25c Jewel Bell	258.00
50c Jewel Bell	338.00
5c Bonus Bell	258.00
10c Bonus Bell	263.00
25c Bonus Bell	268.00
5c Black Gold Bell.....	258.00
10c Black Gold Bell	263.00
25c Black Gold Bell	268.00
5c Melon Bell	248.00
10c Melon Bell	253.00
25c Melon Bell	258.00
GROECHEN	
Columbia Twin JP	145.00
Columbia DeLuxe Club	209.50
O. D. JENNINGS	
5c DeLuxe Club Chiefs	299.00
10c DeLuxe Club Chiefs	309.00
25c DeLuxe Club Chiefs	319.00
25c DeLuxe Club Chief	429.00
5c Super DeLuxe Club Chief	324.00
10c Super DeLuxe Club Chief	334.00

BELLS	
25c Super DeLuxe Club Chief.	\$344.00
50c Super DeLuxe Club Chief	454.00
PACE	
5c DeLuxe Chrome Bell	245.00
10c DeLuxe Chrome Bell	255.00
25c DeLuxe Chrome Bell	265.00
50c DeLuxe Chrome Bell	375.00
\$1.00 DeLuxe Chrome Bell..	550.00
CONSOLES	
BALLY	
Wild Lemon	542.50
Double-Up	542.50
Hi-Boy	424.00
Triple Bell 5-5-5	895.00
Triple Bell 5-5-25	910.00
Triple Bell 5-10-25	925.00
BELL-O-MATIC	
Three Bells, 1947	735.00
BUCKLEY	
Track Odds DD JP	1250.00
Parlay Long Shot	1250.00
EVANS	
Bangtails 5c Comb 7 Coin.No Price Set	
Bangtails 25c Comb 7 Coin.No Price Set	
Bangtail JP	No Price Set
Bangtail FP PO JP	No Price Set
Evans Races	No Price Set
Casino Bell	No Price Set
Winter Book JP	No Price Set
GROETCHEN TOOL & MFG. CO.	
Columbia Twin Falls	485.00
O. D. JENNINGS	
Challenger 5-25	595.00
Club Console	499.00
DeLuxe Club Console	529.00
Super DeLuxe Club Console..	545.00
J. H. KEENEY CO.	
Gold Nugget	800.00
Wild Bell	No Price Set
PACE	
3-Way Bell Console 5c-10c-25c	690.00
5c Royal Console	320.00
10c Royal Console	330.00
25c Royal Console	340.00
50c Royal Console	475.00
\$1.00 Royal Console	650.00
ARCADE TYPE	
BALLY MFG. CO.	
Big Inning	539.50
Bally Bowler	539.50
H. C. EVANS CO.	
Bat-A-Score	No Price Set
EDELMAN AMUSEMENT DEVICES	
Flash Bowler	
13'—8"	475.00
11'—8"	450.00
10'—8"	450.00
Belgian Pool	319.50
INTERNATIONAL MUTOSCOPE CORP.	
Deluxe Movie Console	150.00
Deluxe Movie Counter	140.00
Fishing Well	375.00
Silver Gloves	375.00
PARTS AND SUPPLIES	
GLASS SIZES — PIN GAMES	
Bally	21 x 41
Chicago Coin	21 x 41
Exhibit	21 x 41
Gottlieb	21 x 43
Keeney	21 x 41
Marvel	21 x 41
United	21 x 41
Williams	21 x 43

Buckley BUILDS THE *Best*

NEW CABINET ASSEMBLIES

FOR MILLS ESCALATOR BELLS
HAMMERLOID OR WRINKLE

YOUR CHOICE OF:

Cherry or Diamond Ornaments,
Maroon, Copper, Gold, Green,
Aluminum Gray, Chocolate, Sert
Blue.

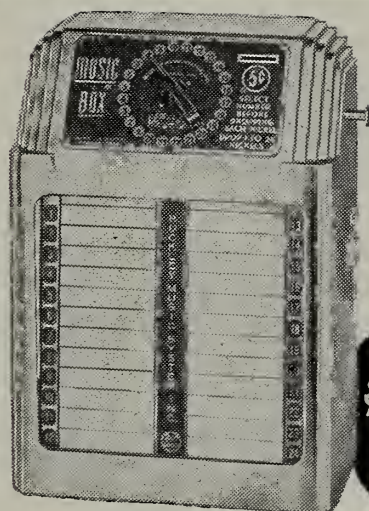
- Complete new precision-built light wood Cabinets expertly finished with perfect fit new aluminum castings.
- Club Handle and Handle Collar chrome plated.
- Heavy brass chrome plated etched Reward Plates, 2/5 or 3/5.
- 5c-10c-25c chrome Denominator Coin Intake.
- Payout Cups with anti-spoon Cup.
- Drillproof Plates.

\$50⁰⁰



THE NEW

Music Box



\$25⁰⁰

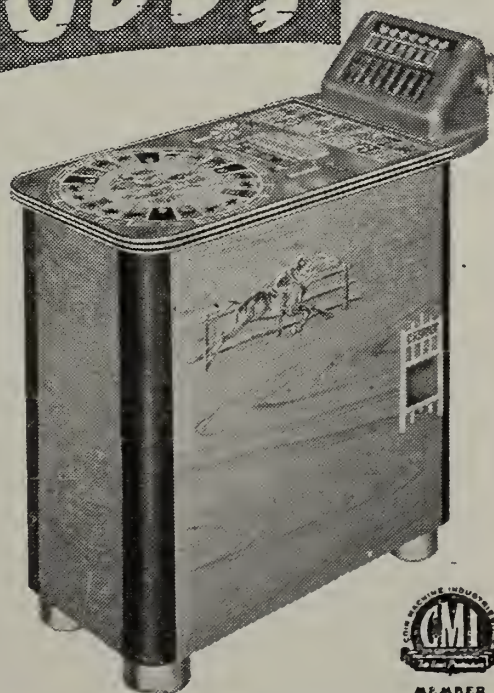
Buckley gave Music Operators the FIRST practical and profitable music box at the LOWEST PRICE. Today, Buckley leads the field by offering a NEW music box of advanced design and perfection at a NEW LOW PRICE.

Quality of material and workmanship have not been sacrificed. This sensational low price is the result of economies realized in large quantity production.

The new Buckley Music Box is genuinely chrome plated, with beautiful red dial plates and attractively illuminated. Equipped with positive nationally known slug rejector and double capacity cash box. Complete program of selections always in full view, Buckley's exclusive features of construction, combined with outstanding beauty and eye appeal makes this the outstanding remote control music box . . . equally popular for wall or bar installation.

TRACK ODDS

BUCKLEY TRACK ODDS has long been recognized as the only seven-coin race horse console that would stand up month after month—year after year—and out-earn all other coin machines. Buckley operators know this to be a fact. Experience has proved that no other machine can even come in a close second from the standpoint of earnings. Every day new operators are finding out that the new BUCKLEY TRACK ODDS are even more profitable to operate than they hoped for.



\$1250⁰⁰



Buckley Manufacturing Co.

4223 WEST LAKE STREET • • • CHICAGO 24, ILLINOIS

(PHONE: VAN BUREN 6636-37-38-6533)

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!

JACK 'N JILL

SOLID AS THE ROCK OF GIBRALTAR IN POPULARITY—PLAY—PROFITS!

- 2 COMPLETE SEQUENCES — "JACK" - "JILL"!
- BONUS AND BONUS BUILD-UP!
- DOUBLE BONUS!
- ADVANCE BONUS!
- HIGH SCORE!
- FLASHING EYES!

ORIGINAL

FLIPPER BUMBERS

(Patent Pending)

AVAILABLE NOW!
GOTTLIEB ORIGINAL
FLIPPER BUMPER
KIT
(Patent Pending)

All necessary parts for complete installation of 2 Original Gottlieb Flipper Bumpers on any old type 5-Ball game. Same sturdy quality Flippers in use on new Gottlieb Games. **\$3.95**
Complete Kit

ORDER DIRECT FOR IMMEDIATE DELIVERY



"There is no
substitute for
QUALITY!"

ORDER FROM YOUR
DISTRIBUTOR TODAY!

D. Gottlieb & Co.

1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS



MEMBER

**SENSATIONAL
PRICES
ON
USED
PHONOGRAPHS
AND
GAMES!
WRITE
FOR
PRICE
LIST!**

SCOTT-CROSSE CO.
1423 SPRING GARDEN STREET
PHILADELPHIA, PA.
Rittenhouse 6-7712

Weather Improves; Arcade Biz Shows Substantial Increase Look Foward To Big 1948

NEW YORK—Due to the unusually adverse weather conditions that prevailed thruout the month of April, arcade owners report that their 1948 season was off to a poor start. However, many arcade men point out that the month of April is always uncertain, and that many arcades open only for week-ends during this month. In addition many other arcades start preparing for the season during this month and open up around the middle or end of May.

"It's been my experience" stated an old time arcade man "that April is always a gamble with the elements. Many arcade men try to rush the season, and open up early, hoping to benefit by a few nice week-ends. If things don't go right, then they start moaning. However, the real outdoor arcade season begins the end of May, and it looks to me that we're in for a real big season."

This past week-end was bright, sunny and warm in most parts of the country, and the reaction was felt immediately. Arcade owners report that their receipts showed up very well, augering well for the balance of the season, if they get any break at all in the weather.

Distributors and wholesalers of arcade equipment report that sales of machines have been brisk during the past few months, with arcade owners replacing many obsolete pieces with newer machines. In addition, they report, more new arcades have been built to open this year, than for many years in the past. "It seems that building supplies have been more available this spring than for quite some time" stated a supplier of arcade equipment. "We've been called upon to lay out quite a few new arcades, and to supply the machines. Naturally these new amusement places bought a large percentage of new equipment, in addition to the standard arcade machines."

Console Distrib. Co. Opens Offices In Good Hope, La.

NEW ORLEANS, LA.—Bob Buckley and Sam Tridico, Console Distributing Company, Inc., with offices in this city, announced that they had opened a new shop in Good Hope, La., to take care of the refinishing and overhauling of all type of coin operated games.

Distributors for Buckley's "Criss Crosse Bell," "Daily Double Track Odds" and "Parlay Long Shot," the firm will maintain a complete line of parts at both offices.

"The Good Hope offices are located on the old river, just twenty minutes drive from the city" states Buckley. "We have set up signs along the Airline Highway, directing coinmen to the shop. In addition to a complete line of equipment and supplies, we keep a factory trained man available for operators to consult at all times. We also have three trucks ready on a moment's notice to pick up and deliver any machines."

Tridico and Buckley report that business continues to improve with each succeeding week, and they look forward to a record breaking year.

Indication Of Things To Come —

SAN DIEGO, CALIF.—The Associated Press reported this week that Rohr Aircraft Corp., this city, had recalled 100 former women employees due to the shortage of men to handle the necessary increased work.

Expert economists expect this condition to become ordinary once again when the government's defense money starts circulating.

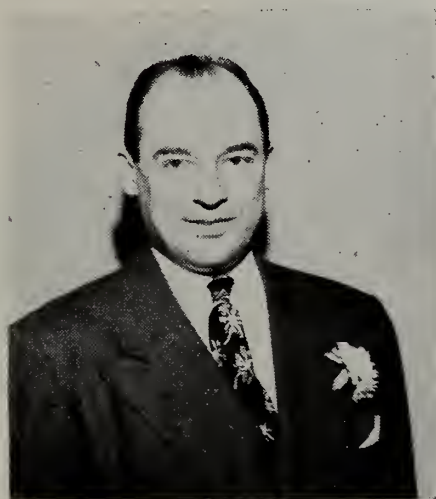


**ACTIVE
Reconditoned
GAMES
'NUFF
SAID!
For A
Complete
List of
Specials
Drop a Line
to Any One
of Our
3 Offices**

JOE ASH
Active Amusement Machines Co.
646 NORTH BROAD ST., PHILA. 30, PA.
Phone: Fremont 7-4495
98 CLINTON AVE., NEWARK 5, N. J.
Phone: Mitchell 2-8527
1128 WYOMING AVE., SCRANTON, PA.
Phone: Scranton 4-6176

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!

AMI Model "B" Phono Introduced To Distributors At Two Day Meet



JOHN HADDOCK

GRAND RAPIDS, MICH.—AMI phonograph distributors from all over the country gathered at the factory here for a two day meeting, Friday and Saturday, May 7 and 8.

The feature of the meet was to present to the distributors the new AMI phonograph, Model "B." In addition, the distributors and factory officials set up a policy for the sale of the equipment, decided upon a date for the formal introduction of the machine to the operators thruout the country, toured the factory to gain first hand information on the production facilities of the company, and climaxed the two days with a gala banquet at the Morton House, Grand Rapids.

John Haddock, president of AMI, Inc., and Lindy Force, general sales manager, spent two hectic days, greeting all their distributors upon their arrival in Chicago, then at the plant.

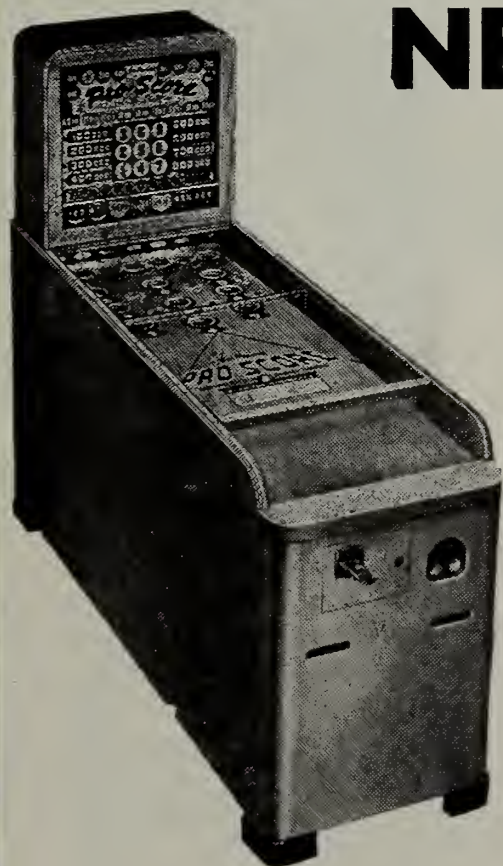
"We were tremendously pleased and excited over the manner in which our distributors reacted to their introduction

to the Model 'B' phonograph" stated Haddock, "and it's their opinion that the music operator will in turn go for it in a big way."

Distributors attending the meeting were: Sam Strahl and Ange Cangelier, American Coin-A-Matic Machine Co., Pittsburgh, Pa.; Robert Wenzel, Automatic Games Supply Co., St. Paul, Minn.; E. B. Alley, Automatic Music Systems, Richmond, Va.; Mike Spagnola and Phil Weinstein, Automatic Phonograph Distributing Co., Chicago; Jack Mitnick and Harry Poole, Beacon Coin Machine Co., Boston, Mass.; H. W. Dolph, H. W. Dolph Distributing Co., Tulsa, Okla.; Paul Bleck, General Music & Novelty Co., Fond du lac, Wisc.; Morris Hankin and Jack Lovelady, Jr., H & L Distributors, Atlanta, Ga.; Harry Devereaux, Koers Distributing Co., Rapid City, S. D.; Harry Lief, Lief Music Distributing Co.; Max Marston, Marston Distributing Co., Bill Schetter, Jack R. Moore Co., Portland, Ore.; Frank Murphy, Murphy Distributing Co., St. Louis, Mo.; R. E. Padfield, Musical Sales Co., Kansas City, Mo.; W. H. Richardson, Pioneer Distributing Co., Charlotte, N. C.; George Pittman, Pittman Distributing Co., Davenport, Iowa; Dave Rosen, David Rosen, Inc., Philadelphia, Pa.; Barney Sugerman and Abe Green, Runyon Sales Company, New York and Newark, N. J.; Willie Blatt, Supreme Distributors, Inc., Miami, Fla.; Leonard Goldstein, T & L Distributing Co.; Pat Ryan, Vogue Western, Salt Lake City, Utah; Allan Wallace, Wallace Distributing Co., Mineral Wells, Texas; R. Warncke, R. Warncke Co., Houston and San Antonio, Texas; and Bill Wolf, Wolf Distributing Co., Los Angeles, Calif.

In addition to the distributors, members of the trade press, and others were on hand.

Pro-Score - AT NEW LOW PRICE



Not just another rolldown game—but the greatest—steadiest, biggest money-maker in all rolldown games' history—the others are gone—but "Pro-Score" is still selling—and selling bigger than ever—that's why, because of volume production, we are now in a position to offer you—a new low price—get over on "the right side of the fence"—write for new low price today!!

GEORGE PONSER CO.

158 E. GRAND AVE.
CHICAGO 11, ILL.
(PHONE: SUPERIOR 4427)

250 WEST 57th ST.
NEW YORK, N. Y.
(PHONE: CIRCLE 6-6651)

GOT IT?

Aireon's

Coronet

FOR

495

get **B**usy!



the

is

coming

NEW AMI PHONOGRAPH WITH 40 SELECTIONS
AND STARTLING NEW FEATURES.

Watch for next week's announcement

AMI Incorporated

127 NORTH DEARBORN, CHICAGO 2, ILL.

REAL BUYS!

Completely

RECONDITIONED LIKE NEW

WOOD BALL ROLL DOWNS

TOTAL ROLLS	\$ 69.50
CHICAGO COIN ROLL DOWN	129.00
ESSO ARROWS	115.00
ADVANCE ROLL	145.00
HY ROLLS	265.00

STEEL BALL ROLL DOWNS

HAWAII	\$169.50
GOLD MINE	189.50
SINGAPORE	189.50
TROPICANA	229.50
BERMUDA	229.50
COVER GIRL	229.50

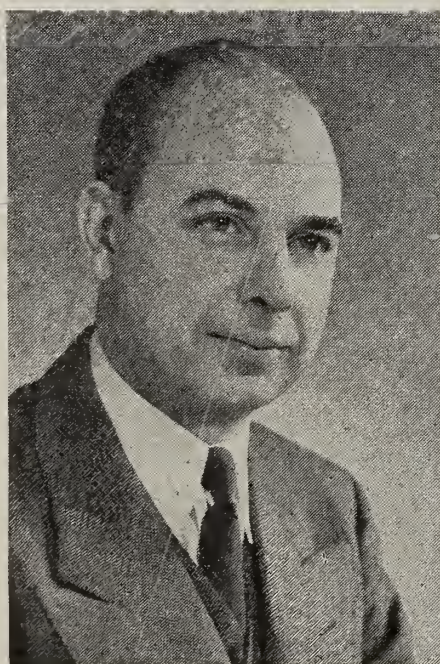
RUSH YOUR ORDERS

1/3 Dep. with Order
Bal. C. O. D.

**RUNYON
SALES CO.**

593 Tenth Ave., New York 18, N. Y.
Tel.: LOngacre 4-1880

Readies Two New Consoles



J. RAYMOND BACON

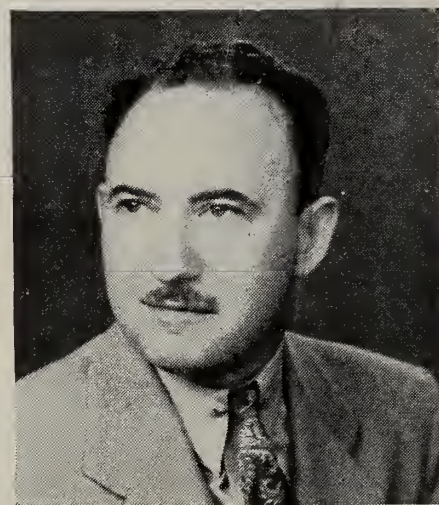
CHICAGO—J. Raymond Bacon, vice-president of O. D. Jennings & Company, this city, announced that the firm is in production on its new model bell console, and that initial deliveries are now being made.

The console is available in nickel, dime, quarter, half dollar and dollar models. The machine will be produced under two names, those being shipped to the Western States tabbed "Prospector" and those sent to the Eastern territory named "Monte Carlo."

"These two consoles are exactly the same" stated Bacon, "except for the names. Attention will be called to our 'drawer full of silver,' referring to the drawer near the base of the machine that holds 1,000 coins."

Bacon further stated that operators

Re-enters Jobbing And Distributing Biz



HAROLD KLEIN

MILWAUKEE, WIS.—Harold Klein, well known midwestern coinman, fully recovered from a recent heart attack, announced that he is re-entering the coin machine business as a jobber and distributor.

Previously Klein conducted a distributing business under the name of Klein Distributing Co., and then later on was associated in the manufacture of a roll down game under the name of Great Games, Inc.

who have been given a look at these consoles have placed substantial orders demanding priority in delivery.

Meanwhile, the firm goes along steadily with its production of the Standard Chiefs, Super DeLuxe Club Chiefs, Challengers and Club Consoles. "Business has been going great guns" states John Neise, sales manager, "and we are looking forward to a great reception of the new 'Prospector' and 'Monte Carlo' consoles."

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!

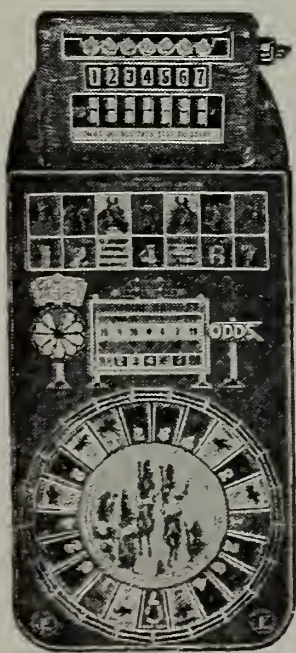
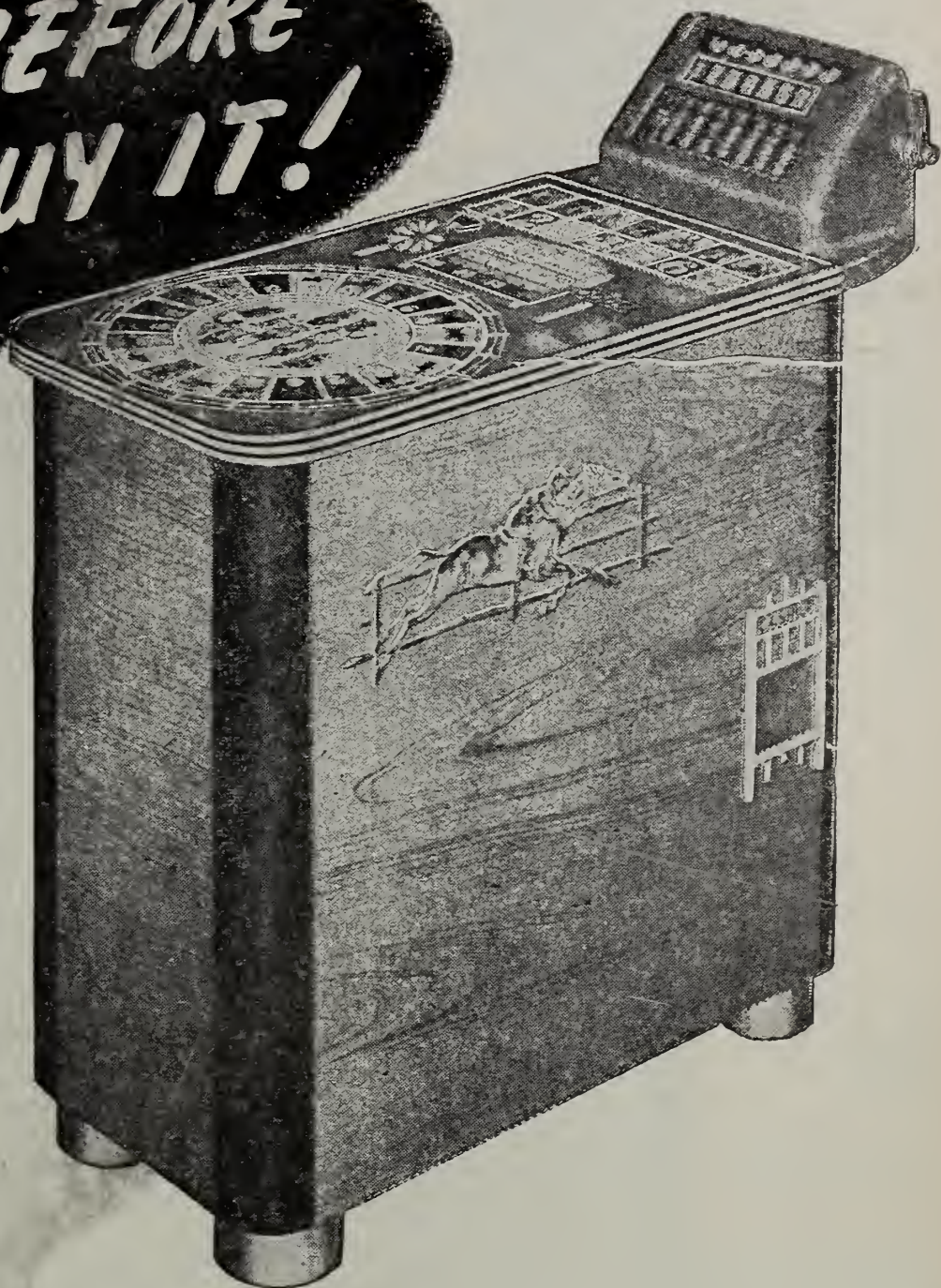
*Try it BEFORE
You BUY IT!*

BUCKLEY TRACK ODDS AND PARLAY LONG SHOT

Hundreds of operators know from actual experience that Track Odds and Parlay Long Shot are the greatest money-makers ever offered to the coin machine trade.

If you don't know it, here's your chance to find out—and it won't cost you a cent. Both Track Odds and Parlay are available in nickel or quarter play—for straight cash or check payout.

Order a sample today on our thirty days' free trial offer explained below.



TRACK ODDS

Illustration at the left shows the TRACK ODDS top glass. From one to seven coins may be played at one time. Winner is indicated by the spinner and odds changer shows odds. Players like the TRACK ODDS because it is easy to understand and gives them ACTION and THRILLS.

PARLAY LONG SHOT

Illustration on the right shows the PARLAY top glass. Notice the big odds—10-15-20-25-30 to 1 plus jackpot as high as 500 to 1. Naturally the PARLAY is a real favorite with long shot players. It's an ideal companion console for the TRACK ODDS.



SPECIAL OFFER!

Try it before you buy it! Pay no money down! Thirty days' free trial to established operators! We are making this special offer to prove to you that Track Odds and Parlay Long Shot will give you better mechanical performance and will make you more money than any other console. Let us know the type of location in which Track Odds or Parlay Long Shot will be placed and we will recommend the model for your particular location.



MEMBER

Buckley Manufacturing Co.

4223 WEST LAKE STREET • • • CHICAGO 24, ILLINOIS

PHONES: VAN BUREN 6636-6637-6638-6533

LION ^{Cold-Carbonated} *BEVERAGE VENDER*

Serves 1200 drinks from a single servicing



THE LION BEVERAGE VENDER is now being manufactured to vend 9 oz. drinks of Pepsi-Cola. For complete details write for Bulletin X.

LION MANUFACTURING CORPORATION

MANUFACTURERS OF BALLY COIN-OPERATED GAMES
2640 BELMONT AVENUE CHICAGO 18, ILLINOIS

LYMO Industries, Inc., Exclusive Distributors
MERCHANDISE MART CHICAGO 54, ILLINOIS

WATCH THE PLAY!

YOU, TOO, WILL SAY

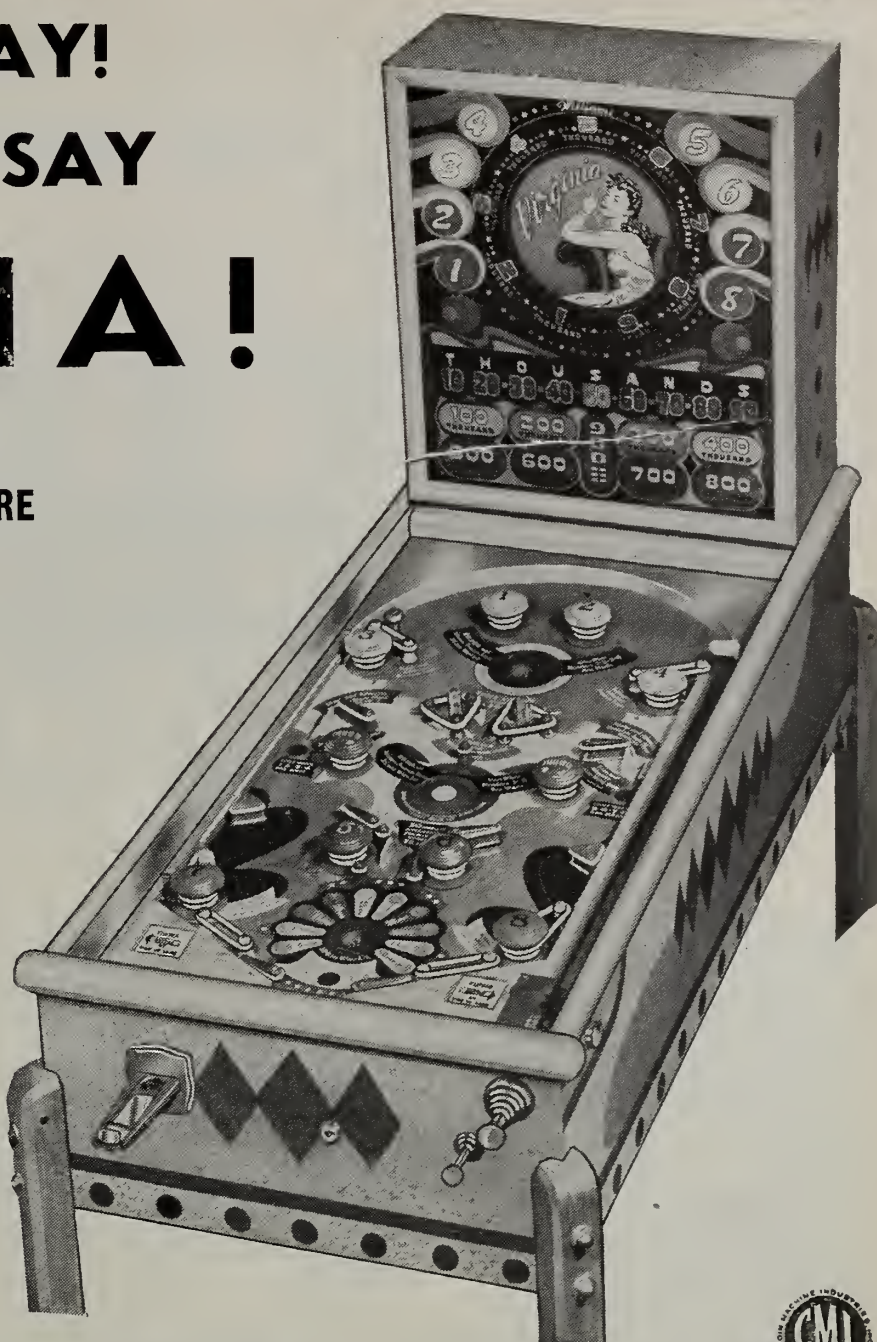
VIRGINIA!

- ★ PREMIUM AND DOUBLE PREMIUM SCORE
- ★ PYLON LIGHTS
- ★ 5 ADVANCE PREMIUM ROLLOVERS
AND FAST PREMIUM BUILD-UP
- ★ SCORE TO 900,000
- ★ AMAZING 6-FLIPPER ACTION

ORDER
FROM
YOUR
DISTRIBUTOR
TODAY!

Williams
MANUFACTURING
COMPANY

161 W. HURON STREET
CHICAGO 10, ILLINOIS



*you'll make a "B" line
... for PROFITS!*

DAVID ROSEN, Inc.
EXCLUSIVE AMI DISTRIBUTOR

503 EVERGREEN AV. 855 N. BROAD ST.
BALTIMORE 23, MD. PHILA. 23, PA.
Edmonson 5322 Stevenson 2-2903

SPECIAL EXTRA SPECIALS

RECONDITIONED FIVE BALLS
VERY CLEAN AND MECHANICALLY A-1

BALLY VICTORY SPECIALS \$150.00
GOTTIEB HUMPTY DUMPTY... 135.00
CHI COIN BERMUDA..... 140.00
UNITED'S SINGAPORE \$135.; TROPICANA \$150.; HAWAII 100.; and MEXICO \$90.

1/3 Deposit Required, Balance C.O.D.

CROWN NOVELTY CO., Inc.

920 Howard Avenue, New Orleans 13, La.
Phone: CAnal 7137 Nick Carbajal, Gen. Mgr.

MOTORS REPAIRED WURLITZER — AMI
—SEEBURG—ROCK-
OLA—MILLS. Rewound to Factory Specifica-
tions. Rapid service—repaired or exchanged
within 24 hours after arrival.
Complete No Extras \$6.00

M. LUBER

503 W. 41st (LONagac 3-5939) New York

United Coin Holds Filben Showing



MILWAUKEE, WIS.—United Coin Machine Company, this city, held its first showing of the Filben Corporation's newest phonograph "Maestro" at the Wisconsin Hotel on May 2, and capacity crowds thronged the showroom continuously thruout the day.

Operators partook of the refreshments and were treated to a continuous flow of entertainment furnished by stars of stage, screen, radio and records. Heading the array of talent was Bobby Breen, former protege of Eddie Cantor. Accompanying Breen was the genial maestro Johnny Davis, one of "Milwaukee's own." Among other personalities seen were: Tommy Sheridan, modern pianist; Mark Steger of the Vocalaires; Bob Scott, songwriter; Ted Wayne, orchestra leader; Jimmy LaMare, manager of

Claude Thornhill's orchestra; Clyfe Gordon the singing bellboy; Joey Sanger, former world's lightweight champion; and Jimmy Sherrer, middleweight contender. Also in attendance was Pat Graham, former runner-up for the "Mr. America" title, and present holder of the "Mr. Wisconsin" strong man title.

In addition to Harry Jacobs, Jr., and Harry Jacobs, Sr., heads of the firm and their entire staff, two lovely professional models acted as hostesses to the visiting coinmen. On hand also were officials from the Filben Corporation.

Pictured above surrounding a Filben mechanism are: Sam Mannerino, on the board of directors of Filben Corporation; Harry Jacobs, Sr.; Harry Jacobs, Jr.; and Sam Drucker, vice president of Filben Corporation.

Please mention **THE CASH BOX** when answering ads—it proves you're a real coin machine man!

Distributor in LOUISIANA
TEXAS - ALA. - ARK. and MISS.
for
**THE NEW 1948
BUCKLEY LINE
CONSOLE DIST. CO.**
1006 Poydras St., New Orleans, La.
Phone: RA 3811
SAM TRIDICO **BOB BUCKLEY**
"CRISS-CROSS" BELL; DAILY DOUBLE
TRACK ODDS; 1948 WALL & BAR BOX.

R. R. "Rudy" Greenbaum Resigns From Aireon; To Head Finance Corp.

NEW YORK—R. R. (Rudy) Greenbaum announced this week that he had resigned as Vice President and General Sales Manager of Aireon Manufacturing Corporation, Kansas City, Kansas, to assume the presidency of Product Credit Corporation, a new national general financing corporation.
Product Credit Corporation will estab-



R. R. (RUDY) GREENBAUM

lish its headquarters in New York City. Bob Waggener, well known in coin machine financing circles, joins Greenbaum in this firm and will act as general operating manager.

Greenbaum in announcing his resignation from Aireon stated "It was with great reluctance that I leave this great phonograph company and its wonderful personnel. However, the opportunity presented itself to enter this new finance firm, and I couldn't possibly refuse. I am happy to know that I leave Aireon at a time when the sales of the new "Coronet 400" phonograph is booming, and prospects for the future are indeed bright."

Complete information regarding the details of the new organization will be made shortly, stated Greenbaum.

Burns Protection For Coin Machines Creates Great Stir

WASHINGTON, D. C.—Hirsh de La Vieu, Coin Machine Operators of America, Inc., this city, reports that the firm has received a wonderful response from operators thruout the nation regarding the protection service being rendered for the coin trade by the William J. Burns International Detective Agency.

Thru the offices of the Coin Machine Operators of America, coin machine companies can be protected on all their equipment on their routes by the Burns Detective Agency at a special rate. This service can be obtained to cover cigarette machines, drink dispensers, candy vendors, scales, music machines, etc.

"Experience has taught us," states Hirsh, "that the best way to combat vandalism is to prevent it. The display of Burns 'Warning' signs has proved to be one of the most effective preventive measures. This sign creates in the minds of persons planning a wrongful act, the psychological effect that the entire organization of Burns is employed to protect all the equipment, and even the location where it is displayed. Furthermore, Burns' operatives are on guard 24 hours a day and are instructed to be alert for information of interest to the subscriber to this service, and when in the vicinity of a machine bearing one of their 'Warning' signs, to be watchful to prevent any activities of criminals."

**OPERATORS
CAN'T KEEP
COOL-IE
ABOUT—**

CHICAGO COIN'S SHANGHAI

The **NEWEST
HOTTEST**

5 BALL GAME TODAY

**SHANGHAI HAS A
RICKSHAW FULL
OF PLAYING
FEATURES**

**LOOK! Still More
TRIPLE SCORING
'ROLL "DOWN 'N' UP"
LANES**

2 Roll-down lanes allow
scoring from both top
and bottom of lanes.

Upon passing thru
lanes, descending
ball registers score—
contacts flippers, and
can be kicked back
up lanes for double
and triple score.

**ORDER
SHANGHAI
FROM YOUR DISTRIBUTOR
TODAY!**

CHICAGO COIN MACHINE COMPANY
1725 DIVERSEY BOULEVARD, CHICAGO 14, ILLINOIS

**ANOTHER
WINNER
FOR
CHICAGO
COIN**

ROCK-OLA "MAGIC- GLO" PHONO

More
Glitter
More
Glamour

See Us For ALL Bally PRODUCTS

ALL TYPES OF NEW AND USED MACHINES
READY FOR DELIVERY—WRITE—WIRE—PHONE

LAKE CITY AMUSEMENT CO.

1648 ST. CLAIR AVENUE, CLEVELAND, OHIO
(PHONE: CHERRY 7067-8)

—REAL BARGAINS!

KEENEY BIG PARLAY— ONE BALL PAYOUT.....	\$150.00
BUCKLEY AUTOMATIC DICE MACHINE	35.00
BALLY SKY BATTLE GUN.....	65.00
WURLITZER 500 KEYBOARDS...	110.00
15 PRE-WAR PIN GAMES, GOOD ORDER, all for.....	100.00

OLSHEIN DISTRIBUTING CO.
1100-02 BROADWAY, ALBANY 4, N. Y.

Wurlitzer National Magazine Ads Feature Famous Record Artists



NORTH TONAWANDA, N. Y.—The Rudolph Wurlitzer Company, this city, have launched its 1948 national magazine schedule of Wurlitzer juke box ads, and are convinced that the theme is based on one of the most logical advertising tie-in campaigns ever presented. Co-featured with the music machines are top recording artists and their testimonials to the fidelity of Wurlitzer music.

Al Jolson, his full color portrait and statement that Wurlitzer music "Gives You Everything I Put Into My Songs," established the new theme of the Wurlitzer series. This initial ad, which appeared in the April 12th issue of *Life* and the May 11th *Look*, has already created widespread interest among juke box operators who appreciate Wurlitzer's national advertising helps to keep coins flowing into their juke boxes.

Commenting on the new series, M. G. Hammergren, Vice President and Director of Sales of The Rudolph Wurlitzer Company, stated, "Juke boxes are one of the principal outlets for phonograph records. Many of our outstanding recording artists proudly attribute much of their popularity to the tremendous impetus given their efforts by the network of juke boxes extending to every city, town and hamlet in this land.

"We deemed it a natural to picture some of America's leading entertainers in our advertising for 1948. Such prominent personalities frequently are asked to testify in favor of products on which they are not authorities. Here is one, music, on which they can speak with authority and their words will carry weight. Everyone we approached freely volunteered a statement complimenting Wurlitzer Phonograph music. And," he added, "since the initial advertisement appeared, a great many more have evidenced their interest in testifying to the fidelity with which our instrument reproduces their music."

Mr. Hammergren concluded by saying: "The present series is a continuation of the Wurlitzer Company's advertising campaign launched two years ago. The purpose of this advertising is to keep more money flowing into Wurlitzer juke boxes than would otherwise be the case under comparable business conditions. Today tavern and restaurant business is off, but collections from Wurlitzer juke boxes are much higher than in the past under similar business conditions. More and more location owners are insisting on having Wurlitzer Phonographs.

"Beside the direct benefit to Wurlitzer Music Merchants and the indirect benefit to the Wurlitzer Company itself, we feel that Wurlitzer national advertising is the greatest force for better public relations in the industry.

"In previous magazine ads we depicted the wholesome entertainment our juke boxes provide for people of all ages. In the present series the juke box is associated with great recording artists—men and women whose pictures and statements lend prestige and dignity to the business. The outstanding characteristic of this advertising is giving the public a better understanding and appreciation of the constructive part that juke boxes play in the American way of life."

★ WATCH

FOR

GENCO'S

NEW

SENSATIONAL 5 BALL GAME

READY FOR DELIVERY SOON!

GENCO BUILDS GREATER GAMES
2621 NORTH ASHLAND AVENUE • CHICAGO 14, ILLINOIS

TRADE SPEAKS BEFORE N.Y.C. COUNCIL

Max Levine of Scientific Acclaimed for Dramatic Closing Speech. George M. Glassgold, Sam Markowitz, Sidney H. Levine, Attorneys on Hearings. Ex-G.I. Ops Speak Well. Dave Gottlieb Tells of Industry. City's D. A.'s, Police Comm., School Supt., Parents' Org. Oppose. Oratory on Side of Coinmen. But N. Y. C. Council Will Now Vote Whether Games Operate.

NEW YORK—Without any doubt the greatest gathering in the history of the coin machine industry's amusement machine business was present at the New York City Council meeting (Thursday, May 6, 1948), to fight passage of a bill which would close this town to pinballs and other types of coin operated amusement machines.

Manufacturers representative of the entire amusement industry in this field were all present at these hearings. As one well known reporter stated, "This is, without any doubt, a full dress rehearsal."

Never before have there been gathered together everyone of the nation's well known manufacturers. Never before

such grand oratory with the members of this field taking the lead by a wide margin.

Opposing them were the District Attorneys of the five Boroughs, Police Commissioner Wallander the Associate Superintendent of Schools, the Parents' Organization, representing 130,000 mothers and others.

The speech, which seems to have captured the imagination of all present, was that of Max D. Levine who heads Scientific Machine Corp. and, as he stated, altho he makes equipment which is not concerned with the hearing, he threw everything to the winds to come in and wind up the day's oratory with one of the most moving and dramatic speeches ever heard in the New York City Council chambers. In fact, the applause spoke tremendously well for his speech.

Dave Gottlieb, president of Coin Machine Industries, Inc., also talked and spoke very well. The ex-G.I. ops who were called on did a grand job. In fact, as far as oratory was concerned the coin machine business' representative carried the day.

George M. Glassgold, attorney well known to the entire trade, led the opposition to the sponsored bill. Aiding him were Samuel Markowitz and Sidney H. Levine. These latter attorneys also spoke and impressed the Council.

But, all is now before the Council. They will vote on whether the bill, backed by Police Commissioner Wallander, License Commissioner Fielding and the five district attorneys as well as the representatives of the Parents' Organization, etc., should be passed.

It is believed, tho that full deliberation will be given to this bill which was originally requested for passage by Mayor O'Dwyer.

PHONOGRAPH ROUTE FOR SALE

Located in LAS VEGAS, NEVADA, a 24 hour town. 36 Phonographs mostly 1947 and 1948 Models. Also Continuous Music by wire in the finest Resort Hotels and Bars. Locations within a Two Mile radius. Permanent Army Air Base now being activated. Excellent opportunity and will stand rigid investigation.

EARL V. BUCHANAN 114 1/2 SOUTH FIRST ST.
LAS VEGAS, NEVADA

(PHONES: 1770 or 1392-R)

OPERATORS ONLY --

FREE AD LISTING

READ THESE IMPORTANT RULES! As a subscriber to THE CASH BOX (The One and Only Operators' Magazine—*IT IS NOT SOLD ON NEWSSTANDS*) you are entitled to a FREE listing in each and every week's issue of whatever machines and merchandise you may want to BUY or you may have for SALE. Your list must reach THE CASH BOX, 381 FOURTH AVENUE, NEW YORK 16, N. Y., no later than Wednesday noon of each week. Your listing will be given a special code number and all inquiries will be sent directly to you for your consideration without any inquirer knowing who you are. YOUR NAME AND ADDRESS WILL BE KEPT CONFIDENTIAL. You can mail your list in each week on your own letterhead, or even on a penny postcard, but, your name, address and phone number MUST BE ENCLOSED or else your list will not be published. VERY IMPORTANT: Please do not list prices of any merchandise or machines you have for sale or want to buy.

TEAR OFF, FILL OUT, AND MAIL THIS PART IMMEDIATELY TO:

THE CASH BOX, 381 FOURTH AVE., NEW YORK 16, N. Y.

Please list the following in the next issue at no charge to me:

NAME

FIRM

ADDRESS

LUMILINES - LAMPS

BIG BULBS: 7 1/2, 15, 25, 40, 60 Watt. 120 in case. Per case. **\$10.50**

LUMILINES—24 in case, 75c each. 40 Watt, 48 in. long, Fluorescent, 80c each. Special price on Fluorescent for AML.

If It's A Bulb — We Have It!

GOVERNMENT EXCISE TAX INCLUDED ON ALL LAMPS.

ARCADE BULB CO. 56 West 25th Street, New York 10, N. Y.

COIN MACHINE MOVIES

FOR REGULAR PANORAMS AND SOLO-VUES

REELS OF 8 AND 6 SUBJECTS

Our Films Get The Dimes

PRICE \$32.50 TO \$38.50 Per Reel

PHONOFILM

3331 NO. KNOLL DR., HOLLYWOOD 38, CAL.

USED PIN GAMES WITH FLIPPERS!

BALLYHOO	\$54.50
BAFFLE CARD	44.50
SUPERLINER	39.50
KILROY	54.50
SUSPENSE	39.50
AMBER	64.50
BIG HIT	34.50

OLSHEIN DIST. CO. 1100-02 BROADWAY ALBANY 4, N. Y.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!

OPERATORS' EQUIPMENT

LISTINGS

IMPORTANT: Address all answers to THE CASH BOX, 381 FOURTH AVENUE, NEW YORK 16, N. Y. In your letter you must refer to code number of listing in which you are interested. Your name will be sent directly to the operator by THE CASH BOX. Operators only, who are subscribers to THE CASH BOX, are entitled to a listing free of charge each week for whatever equipment they want to buy or have for sale. No prices are allowed to be advertised in these free listings. Operators' names and addresses are always kept strictly confidential.

WANT—Bally Victory Specials and used Eureka's. **FOR SALE**—Or will trade the following: 1 Seeburg Casino; 2 Seeburg Vogues; 1 Seeburg Classic; 1 Wurlitzer 800; 1 Wurlitzer 950; 1 Wurlitzer 600K; 4 Wurlitzer Victory, 600, 500 and 2-24s; 2 Wurlitzer 616; 4 Wurlitzer 412s; (Code #58919)

FOR SALE—6 Evans 1947 Ten Strikes. Or will exchange for late pins. What have you to offer? (Code #515929)

FOR SALE—Music, Wall Boxes, Five Ball payouts, over \$10,000 worth new five balls on route 15 years old, city over 90,000, heavy building program in progress. Reason for selling given by mail. (Code #515902)

FOR SALE—Free Plays. Big Tops, Jumbo Parades, Silver Moons, Wurlitzer 71 & 61, Hockeys, Guns, Grips, Target Guns, Empty phonograph cabinets for Wurlitzers, Rock-Olas, Seeburgs, Parts galore for all pre-war phonographs, Solotone Boxes, Amplifiers. (Code #515905)

FOR SALE—In central Massachusetts route established for 20 years consisting of One Balls and Pin Games. About 100 machines on location, all late equipment, complete shop trucks and service organization. Operators net receipts well over \$40,000. For detailed information write (Code #515910)

WANT—Active partner for Juke and Pin game route in Connecticut. Must know business. Good for expansion. Cash needed about \$20,000. (Code #515916)

FOR SALE—Have large quantity of ABT targets will sell cheap. (Code #515939)

FOR SALE—Wurlitzer 600R, 616, 412, Rock-Ola Standard, Seeburg Regal. Make offer. All in good condition. (Code #515925)

WANT—6 column Rowe Royal and 6 and 8 column Rowe President cigarette machines. **FOR SALE**—3-10 column Royals and 3-10 column Presidents, completely refinished and overhauled. (Code #515926)

WANT—New or used Packard Adapters for Wurlitzer 24s. (Code #515913)

FOR SALE—1947 Columbia Bells, interchangeable, used, cheap; all makes five-ball FP pin games pre-war, at give-away prices; 1 Super Bell, comb., 5c play; 1 Club Bell, comb., 5c; 1 Club Bell, comb., w/button, 5c; 1 Pace's Reels Jr., P.O. 5c; 1 Pace's Reels, comb., w/rails 5c; 3 Bally High Hands 5c; 1 Shoot-Your-Way-To-Tokyo; 1 Rapid Fire. (Code #515914)

WANT—Victory Derby P.O. **For Sale**—Free play games: Carousel, Kilroy, Playboy, Torch Flamingo, Rocket, Cyclone. (Code #515928)

WANT—Used route records. Pay top prices plus freight. (Code #515933)

FOR SALE—HiTones, Envoys, 24A's, perfect condition. Just off location. No reasonable offer refused. (Code #515903)

FOR SALE—1 Bally Eureka, perfect, cheap. (Code #515917)

FOR SALE—2 Rowe 10 col. Presidents; 1 Rowe 8 col. President; 2 Rowe 8 Col. Royals; 2 Mills 8 col.; 1 Stewart McGuire 8 col.; 1 Rowe Penny inserter. Mills Solo Vue; Exhibit Bluebird; Exhibit three Love Meters; Exhibit Wishing Well; 1 Watling Fortune Scale; 3 small Jennings Scales; 1 Jensen Convertor; 1 Keeney Texas Leaguer; Challengers; route of penny Peanut Vendors, counter games. Make offer. (Code #515937)

EXCHANGE—Will trade Bally Triple Bell new only two weeks on location for either of the following: Keeney's Two Way Bonus Super Bell or Keeney's Gold Nugget. (Code #515920)

WANT—Panorams full view or Peek. Also want parts for Panorams. (#515931)

WANT—Wurlitzer 331 Bar Boxes, Wurlitzer 320 Wall Boxes. (Code #515935)

FOR SALE—Jennings Chief, Mills Blue Front, both are 5c play 3-5 pay; Watling 5c Big Game Hunter F. P. console; Old model 25c Pace Slot; Mills Q.T. pre-war model. All are in good condition. Will trade five for Bally DeLuxe Draw Bell. (Code #515915)

FOR SALE—Pinballs and rolldown games. Wood or steel ball rolldowns. All merchandise is guaranteed. Write now and tell us what you need and what you want to pay. We'll meet the price. (Code #515936)

WANT—New free play pinball closeouts, used post-war games. Panorams and reels of film. (Code #58922)

FOR SALE—Mills Melon Bell 5c; Mills Black Chrome 5c; Mills 25c Extraordinary. (Code #515927)

WANT—New or used 30-wire Wall Boxes, adaptors and Speakers. Adaptors for Rock-Ola any kind. (Code #58938)

FOR SALE—Sacrifice. Best offer takes all. 10 Bing-A-Rolls nearly new; 4 Advance Rolls; 1 Pro Score. Also Juke Box route, complete, 18 machines on location. (Code #515934)

FOR SALE—A-1 bargains. Cigarette and Candy Vending machines. All makes, models, lowest prices. What have you to sell. (Code #515922)

FOR SALE—2 Genco Advance Roll; 1 Genco Total Roll; 2 Singapores; 1 Genco Bubbles. No reasonable offer refused. All guaranteed to be in good shape. (Code #515904)

FOR SALE—Brand new Personal and Solotone non-selective music boxes. These are the best and the latest. Absolute sacrifice. Name your own price. Write quick. (Code #515932)

WANT—Used 9 Ft. Bank Balls and Bally Bowlers. (Code #515906)

WANT—Coin operated Radios. State make and price. 2 hour timer preferred. Also used or broken gum ball and pistacio machines, either 5c or 1c. Will also consider vending machine routes. (Code #515918)

WANT—Goosenecks; Blue Fronts; Mills Q.T. (Code #58930)

FOR SALE—9 consoles, Mills 1947 model Three Bells, in use only 2 months. 67 slots, Mills Black Cherry, Mills Blue Fronts and Mills Cherry Bells. All machines just off location and in perfect shape mechanically and in appearance. (Code #515912)

FOR SALE—Mills 10c Bonus like new, Mills 5c Silver Chrome like new, Mills 5c Jewel like new, Mills 10c Extraordinary like new. (Code #515923)

WANT—Milco checks in 10c and 25c denominations. (Code #58920)

FOR SALE—2 Master Gum Venders, 125 pounds ½ inch bubble gum, 5 Cash Trays used. (Code #515930)

WANT—A few Watling Scales, no other make wanted. Clean and in good condition, ready for location. Prefer Junior Tom Thumb, Fortune Tom Thumb or 500 Series Fortune. (Code #515908)

FOR SALE—2 Model "A" AMI, 1947 phonos. Used only 6 months. Am selling out. Make me your highest offer in first letter. (Code #515924)

FOR SALE—1 Jennings Black Hawk, used only two weeks, late type jackpot, knee action, pays 3-on-1 cherry; 1 Watling 5c and 1 25c like new. Highest bidder will get one or all. (Code #515937)

FOR SALE—7 Bally DeLuxe Draw Bells. (Code #515909)

FOR EXCHANGE—1 Telomatic industrial and background wired music studio. (Code #515921)

WANT—Williams All Stars. Will trade brand new pinballs for same. (Code #515907)

FOR SALE—2 Voice-O-Graphs, late model. (Code #58918)

WANT—Only brand new merchandise, packed for export. What have you to offer? (Code #515938)

FOR SALE—10 Wurlitzer Model 500 clean, 5 Wurlitzer Victories clean, 8 Packard Wall Boxes clean, 5 Kilroys same as new. Write and tell us what you want and what you will pay. (Code #515901)

FOR SALE—8 Pre-Flight Trainers, complete with maps and projectors, used only 3 months, will sacrifice. (Code #58923)

FOR SALE—375 phonographs on locations largest city in the deep south. Net income from \$90,000 to \$115,000 yearly. In whole or part. Owners retiring after 20 years in business. Will show books to potential buyers. Everything verified. Finest locations. First time route offered for sale. (Code #515911)

FOR EXCHANGE—Pace & Black Cherries 10c & 25c to trade for 5c slots. (Code #515919)

THE CASH BOX

CLASSIFIED ADVERTISING SECTION

COIN MACHINE MART

CLASSIFIED AD RATE 8 CENTS PER WORD

COUNT ALL COPY, NAME AND ADDRESS. MINIMUM AD \$1.00.
(ALL CLASSIFIED ADS—CASH WITH ORDER.)

SPECIAL NOTICE TO \$48 PER YEAR SUBSCRIBERS

YOUR WEEKLY CLASSIFIED AD PRIVILEGE CONTINUES.
MAXIMUM WORDS—40. ALL ADS OVER WILL BE
CHARGED AT RATE OF 8¢ PER WORD.

CLOSING DATE IN N. Y. C. EVERY WED., 5 P. M.

WANT

WANT—To Purchase for export shipments—Model 1015 Wurlitzer, 1946 AMI's 146 and 147 Seeburgs. State quantity and your lowest price in first letter. BADGER SALES CO., INC., 2251 W. PICO BLVD., LOS ANGELES 6, CALIF.

WANT—The used records from your boxes. We buy steadily all year around. Top prices paid. Sell to Chicago's Largest Distributor of Used Records. We pay freight. Write, Call or ship to: USED RECORD EXCHANGE, 4142 W. ARMISTAGE AVE., CHICAGO 39, ILL. Tel.: DIckens 7060.

WANT—Used Juke Box Records. Unlimited quantities. Top prices paid. We pick up within a radius of 150 miles. Write or wire. HARMEL MUSIC CO., 2809 OCEAN AVE., BROOKLYN 29, N. Y.

WANT—Used juke box records. Highest prices paid. Unlimited quantities. We purchase all year 'round. Compare our prices before selling your records. We pay freight. Call, Wire, Write FIDELITY DIST., 1547 CROSBY AVE., BRONX 61, N. Y. Tel.: UNderhill 3-5761.

WANT—New and Used Wall Boxes, Adapters and Speakers; Twin 16 Adapters for Rock-Ola; Mills, Jennings F. P. Mint Vendors; any 25 cycle equipment. ST. THOMAS COIN SALES, LTD., ST. THOMAS, ONT., CANADA.

WANT—Will buy any quantity used slot machines, all makes and models. Also Columbias, Gooseneck Mills Q.T.'s Vest Pockets. Quote lowest prices in first letter. Machines must be in first class condition. AUTOMATIC GAMES CO., 2858 W. PICO BLVD., LOS ANGELES 6, CALIF.

WANT—1 DeLuxe Bally Draw Bell, and Triple Bell; Keeney's Three Way Twin and Single Super Bonus Bells; Mills original Black Cherry Bells. No quantity too small or too large. Spot Cash! SILENT SALES COMPANY, 200 ELEVENTH AVE., SO., MINNEAPOLIS 15, MINN.

WANT—All makes and models 5c, 10c, 25c, 50c Slots. Cash waiting. MAR-MATIC SALES CO., 48 W. BIDDLE ST., BALTIMORE 1, MD.

WANT—Escalator Slot machines, War Eagles, Blue Fronts, Brown Fronts. State price and condition. EAST COAST MUSIC CO., 10th & WALNUT STS., CHESTER, PA. Tel.: CHester 2-3637.

WANT—Bally Triple Bells; Bally Eurekas; Mutoscope Diggers; Late Rock-Ola, Wurlitzer & Seeburg phonos. Will buy overstocks of late pin games for re-sale. Quote best prices, quantity & condition in 1st letter. M. A. POLLARD CO., 725 LARKIN ST., SAN FRANCISCO 9, CALIF. Tel.: ORdway 3-3069.

WANT—Operators with obsolete equipment that would like to turn them into cash. You can get Three Hundred (\$300.00) for your twelve records and up phonographs. For details without obligation write. WALKER MUSIC CO., 2711 HAMPTON BLVD., NORFOLK, VA.

WANT—Used records. Will positively pay more. Sell to the East's largest distributor of used records. Will pick up. Write, call or ship to BERNARD MUCHNICK, 1315 NO. 52nd ST., PHILADELPHIA 31, PA. Tel.: GR 3-8628.

WANT—Twin and Triple Bonus Super Bells. State condition and price in first letter. WESTERN DISTRIBUTORS, 1226 S.W. 16th AVENUE, PORTLAND, ORE.

FOR SALE

FOR SALE—We have them in stock. Contact us for your Hirsh Red Balls for state of Florida. Best money maker out today. Trouble free. Immediate delivery. Make us cash offer on any new or used pin tables you need. MURRELL AMUSEMENT CO., 1058 S. FLORIDA AVE., LAKE LAND, FLA.

FOR SALE—Mills greatest proven money makers—original Black Cherry Bells, Golden Falls, Vest Pocket Bells, all like new. Lowest prices, quality considered. Mills Three Bells, repainted original factory colors \$275; late head Mills Four Bells \$200. Save with safety. Trade and buy with authorized Mills and Keeney Distributors. Established 1905. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE., SO., MINNEAPOLIS 15, MINN.

FOR SALE—5 Balls: Baffle Cards, Kilroys \$55 ea.; Play Boys 70 ea.; Streamliners \$20 ea.; Sky Blazers \$15 each. All above are in top condition. Terms: 1/3 deposit. C. & M. SPECIALTY CO., 832 CAMP STREET, NEW ORLEANS 13, LA.

FOR SALE—Operators! We have a large number of Pay Off Consoles—various makes—from \$20 up; all in good working condition. Also Slots, Pin Balls and Music. We will not be undersold. Tell us what you need and be sure to get our prices on guaranteed equipment. VIRGINIA NOVELTY CO., 400 WATER ST., PORTSMOUTH, VA. Tel.: Portsmouth 1025.

FOR SALE—Mills Four Bells, perfect \$50; 1 Barrel Roll Skee-ball \$50; Jennings Cigarolla \$30; Undersea Raider \$50; Loudspeaker \$5; Seeburg Envoy \$200; Mills Empress \$200; Watling 10¢ Rol-A-Top \$50. BELMONT VENDING CO., 703 MAIN ST., BRIDGEPORT, OHIO. Tel.: 750.

FOR SALE—Brand new Columbus 1¢-5¢ Peanut Vendors; 1¢ Ball Gum Vendors in Stock. Brand new Daval 5¢ Free Play Cigarette or Fruit Reels. Write: H. M. BRANSON DISTRIBUTING CO., 516 SO. 2nd ST., LOUISVILLE 2, KY. Tel.: Wabash 1501.

FOR SALE—10 Keeney Three Way Bonus Super Bells, like new, guaranteed perfect mechanically and outward appearance \$800 ea. Terms: 1/3 Deposit, balance C.O.D. ADVANCE AUTOMATIC SALES CO., 1350 HOWARD ST., SAN FRANCISCO 3, CALIF.

FOR SALE—10—616 Wurl. \$75 ea.; 2—600R Wurl. \$150 ea.; 1—1940 Rock-Ola C.M. \$90; 3 Seeburg Mayfairs \$150 ea.; 2 Seeburg Regals \$175 ea. All above machines in excellent condition. X-CEL NOVELTY CO., 1929 W. TIOGA ST., PHILA. 40, PA. Tel.: RA. 5-8705.

FOR SALE—25 Model 80 Kirk Astrology Scales \$169.50 ea. THE VENDING MACHINE CO., 205-215 FRANKLIN ST., FAYETTEVILLE, N. C. Tel.: 3171.

FOR SALE—Guaranteed Used Machines—Bells; Consoles; One-Ball; Pins. The machines are perfect, the prices are right! Write for list. CONSOLE DISTRIBUTING CO., 1006 POYDRAS ST., NEW ORLEANS, LA.

FOR SALE—Selling Out! Brand new and used Steel Ball rolldown Games and Wood Ball Rolldown Games. Tell us what you need. Make offer. Box 133, c/o The Cash Box, 381 Fourth Avenue, New York 16, N. Y.

FOR SALE—5 Ball Pin Games. All thoroughly reconditioned, cleaned, rails refinished, packed in good cartons. At \$25: Sporty, Blondie, Big Town, Formation, Big Chief, Cross-line. At \$30: Four Roses, Band Wagon, Twin Six, Ten Spot, ABC Bowler, Flat Top, Chubby, Wild Fire. At \$35: Towers, Show Boat, All American, Sky Ray, Spot Pool, Gun Club, Dixie, Clover, Hi Hat, Champ, School Days, Laura, Legionnaire, Venus, Seven Up. At \$45: Arizona, Surf Queen, Midget Racer, Big League. At \$75: Superscore. One Balls F.P.: Sport Special \$45; Dark Horse \$60; Blue Grass \$65. Immediate shipment. 1/3 deposit, bal. C.O.D. W. F. KEENEY MFG. CO., 7729 CONSTANCE AVE., CHICAGO, ILL.

FOR SALE—New Black Cherry and Golden Falls Case Assemblies for \$40 each. Each Assembly consists of Castings, Wood Case, Club Handle, Drill Proofing, Award Card, Jack Pot Glass, etc. completely assembled and packed in individual carton. Write us for list of prices on new, used and rebuilt slots. WOLFE MUSIC CO., 1201 W. MAIN ST., OTTAWA, ILL. Tel.: 1312.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!

THE CASH BOX

CLASSIFIED ADVERTISING SECTION

COIN MACHINE MART

FOR SALE

FOR SALE—Mills Original Black Cherries, all late serial numbers: 5¢ \$139.50; 10¢ \$144.50; 25¢ \$149.50. Golden Falls: 5¢ \$154.50; 10¢ \$159.50; 25¢ \$164.50 — 1 or 2 cherry payout. AUTOMATIC GAMES CO., 2858 W. PICO BLVD., LOS ANGELES 6, CALIF.

FOR SALE—Roll Downs: Advance Rolls \$175; 14ft. Bang-A-Fitty \$150; Sportsman Roll \$60; Rol-A-Score \$50; Bing-A-Roll \$300; Hy-Roll \$275; Hawaii \$200; Singapore \$250; Tropicana \$300. MOHAWK SKILL GAMES CO., 86 SNOWDEN AVE., SCHENECTADY 4, N. Y.

FOR SALE—the original change dispenser Nickle Nudger \$3.45 ea. Write for quantity prices. Victory Specials \$125 ea.; Gottlieb Daily Races \$175; Keeney Hot Tip \$235; Strikes 'N Spares \$295. WESTERN DISTRIBUTORS, 1226 S.W. 16th AVE., PORTLAND 5, ORE. Tel.: AT 7565.

FOR SALE—5-Ball Pin Games, shipped in good cartons: Baseball \$69.50; Big Hit \$24.50; Bonanza \$124.50; Broncho \$104.50; Co-ed \$99.50; Cover Girl \$99.50; Crossfire \$69.50; Fast Ball \$29.50; Flamingo \$99.50; Gold Ball \$89.50; Havana \$79.50; Hawaii \$124.50; Honey \$79.50; Kilroy \$49.50; Lightning \$64.50; Lucky Star \$82.50; Maisie \$99.50; Melody \$174.50; Mexico \$99.50; Mystery \$69.50; Nevada \$124.50; Opportunity \$24.50; Oscar \$74.50; Playboy \$84.50; Ranger \$89.50; Stage Door Canteen \$29.50; Stormy \$174.50; Superliner \$49.50; Tornado \$69.50; Super Score \$49.50. Immediate shipment, subject to prior sale. 1/3 deposit, balance C.O.D. HIRSH COIN MACHINE CORP., 1309 NEW JERSEY AVE., WASHINGTON 1, D. C.

FOR SALE—The Biggest Show In Town Is Always At Crown. Bally Victory Specials \$150; Victory Derby \$135; Daily Races \$195; Sunny \$135; Humpty Dumpty \$140; Singapore \$140; Bermuda \$140; Tropicana \$155; Hawaii \$105; Mexico \$95. These machines are excellent and the prices are right. 1/3 Deposit required, balance C.O.D. CROWN NOVELTY CO., INC., 920 HOWARD AVE., NEW ORLEANS, LA. Tel.: Canal 7137. Nick Carbajal, Gen. Mgr.

FOR SALE—Completely refinished, one ten station Automatic Hostess Unit, can be used as 1st, 2nd or 3rd unit; 10 Solotone Boxes; 1 Solotone location amplifier; 1 Solotone Studio amplifier. Make us cash offer on any or all. AUTOMATIC PHONOGRAPH CO., 105 E. RICHMOND AVE., PEORIA, ILL. Tel.: 2-2134 or 3-3511.

FOR SALE—50 Original Black Cherry Bells; 25 Watling 1948 Slots; 10 Pace Consoles; 1 Mills Four Bells. Double Safes, stands, new and used. No reasonable offer refused. MAR-MATIC SALES CO., 48 W. BIDDLE ST., BALTIMORE 1, MD.

FOR SALE—or trade. 10 Batting Practice in perfect condition, improved with hardware cloth on inside of glasses; 50 Free Play Marble Tables, nothing later than 1947 models; 2 Seeburg remote control pipe organ speakers. This equipment just off location. Sell or trade for Slot Machines. LEE NOVELTY COMPANY, 1004 SPRING STREET, SHREVEPORT, LA. Tel.: 2-4545 or 3-3625.

FOR SALE—9 10c Watling Big Games, best console built. Owing to closed territory will take \$25. ea. Also 6 Lucky Lucres at \$50. ea. First come, first served. 1/3 down, C.O.D. HY-G MUSIC COMPANY, 1415 WASHINGTON AVE., SOUTH, MINNEAPOLIS 4, MINN. Tel.: ATLantic 8587.

FOR SALE—Williams All Stars used but very clean \$275.; 2 Photomatics, inside lights, repainted, good condition \$325. ea.; Spotlite, brand new \$175.; this is a very good arcade piece. KING-PIN EQUIPMENT CO., 826 MILLS ST., KALAMAZOO, MICH.

FOR SALE—New and Used Phono Records. New records are last year's popular labels. Used are in excellent condition, playable on both sides. Write for prices. ART SCHEER, 2254 HAVILAND AVE., BRONX 61, N. Y.

FOR SALE—Williams All Stars \$250; Goalees \$120; Nudgers with 8 flippers \$160; Cover Girls \$190; Ballyhoo \$80; Rockets \$60. A-1 Condition. FESSLER COIN CO., 714 CENTER AVE., SHEBOYGAN, WISC. Tel. 5721.

FOR SALE—15 Dynamites, 10 Spellbounds \$20 ea.; 15 new United Tropicana, write for close out price. K. C. NOVELTY CO., 419 MARKET ST., PHILADELPHIA 6, PA. Tel.: Market 7-6391.

FOR SALE—Test Quest, combination question and answer machine closing out. Legal anywhere. \$32.50 brand new. Extra questions and answers 50c each. IDEAL NOVELTY COMPANY, 2823 LOCUST ST., ST. LOUIS, MO.

FOR SALE—Bing-A-Roll \$249.50; Mam'selle \$129.50; Tropicana \$159.50; Treasure Chest \$139.50; Lady Robin Hood \$179.50; Bermuda \$159.50; Mimi rolldown \$159.50. First class condition, packed to ship anywhere. 1/3 down. NATIONAL NOVELTY CO., 183 E. MERRICK RD., MERRICK, N. Y. Tel.: FR 8-8320.

FOR SALE—7 Model 80 Kirk Astrology Scales \$139.50 ea.; 4 ABT Targets like new \$15 ea.; 100 Sun Pistachio Nut Venders, will ship sample \$5 ea. PARRISH MUSIC CO., BOX 97, SMITHFIELD, N. C. Tel.: 210-J.

FOR SALE—Two Rock-Ola Playmasters; Six Buckley Boxes; Tone Column; lots of parts \$300. ABC NOVELTY CO., 2509 SO. PRESA ST., SAN ANTONIO, TEX.

FOR SALE—Diggers: 10 Mutoscopes Roll Chutes, 12 Exhibit Merchantmen, 10 Erie hand operated Diggers, 8 Buckley, 20 Exhibit Iron Claws model E-F-G, 10 Mutoscope Junior Diggers hand operated \$49 each, 10 Exhibit Rotary Merchandisers (Pusher Type). Buy as many as you need. Getting scarce. NATIONAL, 4243 SANSOM ST., PHILADELPHIA 4, PA. Tel.: Boulevard 5775.

MISCELLANEOUS

NOTICE—Music Operators. Motors rewound \$5.50; Wurlitzer counter model trays refinished and rebushed \$6.50. BILL'S PHONO MOTOR REPAIR, 5947 EMERALD AVE., CHICAGO 21, ILL. Tel.: ENglewood 8192.

NOTICE—Music Ops: We re-grind your used phono needles scientifically and guarantee complete satisfaction. Hundreds of operators use the service constantly. It's a big saving. Write for complete details and free shipping containers. RE-SHARP NEEDLE SERVICE, BOX 770, FT. DODGE, IOWA.

NOTICE—Now available. Route Mechanic with 18 years in the Coin Machine Business. One balls, five balls, consoles, slots and music. Married. Sober. Reliable. Now employed as manager route 125 phonographs, 200 pin balls, also consoles and slots. Present employer will furnish references. Write Box 25, care of THE CASH BOX, 381 FOURTH AVENUE, NEW YORK 16, N. Y.

PARTS & SUPPLIES

FOR SALE—Tubes, 60% off list, standard brands. All tubes boxed. Extra special: RCA-6C4 45¢; M-46, M-47, M-48 Bulbs \$4.50 per 100. Send for our latest tube list. ENGLISH SALES CO., 620 W. RANDOLPH ST., CHICAGO, ILL.

FOR SALE—Parts and supplies for all types coin operated machines. Send for Free illustrated wall chart. Lists over 1200 different items from A to Z. If you operate coin machines you should be on our mailing list. BLOCK MARBLE CO., 1425 N. BROAD ST., PHILA. 22, PENNA.

FOR SALE—Radio Tubes, 60% off in quantities over 50. Popular brands! Can be assorted. All types in stock. Television Lens for 10" screen, \$24. Mazda bulbs, No. 47, \$40 per 1000. No. 40, 44, 46 and 47, \$4.50 per 100. No. 51 or 55, \$4 per 100. Bulbs can be assorted. BELMONT RADIO SUPPLY CO., 1921 BELMONT AVE., CHICAGO 13, ILL.

FOR SALE—Skee Ball & Ray Gun Operators, Attention! #1489 Chilco Gun Lamps 45¢ ea.; #2A4G Tubes \$1.41 ea.; #928 All Directional—Photo Tubes—\$3.21 ea.; ABT new Coin Chutes \$2.50; slides 73¢ ea.; Resistors for Wurlitzer Skee Ball \$1.20. Send for our new Skee Ball, Ten Strike, Ray Gun parts list. RELIABLE PARTS CO., 2512 IRVING PARK RD., CHICAGO 18, ILL. Tel.: IRving 4600.

FOR SALE—Pencil Soldering Irons \$1.25 each. Thousands of coin machine parts. Parts made to specification for your special needs. JOE MUNVES, 615 TENTH AVENUE, NEW YORK, N. Y. Tel.: PLaza 7-2175.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!

THRU THE COIN CHUTE



CHICAGO CHATTER

Reaction to the editorials which appeared in the May 1 and May 8 issues regarding 10c play for amusement machines, such as pinballs, rolldowns, bowling alleys and various other equipment, was instantly noted in this city. Some of the largest manufacturers immediately arranging for tests. One of the best known called in one of his distribs who arranged a test on a 10c pin game. The test was just about as difficult as it could ever be. A 10c pinball being placed alongside of a 5c game in the same spot where the 5c machine had already been getting action. Results? In three days (from Friday to Sunday) the 5c machine took in \$12 and the 10c unit took in \$17. As the test continues, it is generally believed that a great many others will be switching their coin chutes on all new games to 10c play. Where free play awards are made, same cards are used, but, instead of the two free plays for two nickels they are now worth two dimes. Where amusement action only is considered, more free plays are given. For example, instead of the two on the 5c machine, ops suggest four for the same score on 10c machines.

In the phono field majority agree with proposal that there be one play for 10c and five plays for 25c. "This will quiet any argument as to raise in price," they say, "for five plays for 25c still obtainable." Furthermore quarter action keeps machines going, and duplication of tunes earns ops more money. It is well known that most players, those who will insert quarters, will pick two or three of the same top ten tunes, therefore duplication.

We believe the above reports will prove of value to all concerned. And now down to general business in the Windy City. . . . Bill O'Donnell at Bally, one of the busiest execs in town . . . full of youthful pep, vim and vigor, Bill is proving himself one of the outstanding salesmanagers in our town . . . with Phil Weinberg to one side of him, Dan Moloney on the other and Georgie Jenkins standing in the doorway just looking on, Bill spouted off pretty good, one day this past week, on his hopes for "10c play going away over the top." . . . Tommy (Dapper Man of the Year) Callaghan still down in San Juan, Puerto Rico, enjoying the darkness as well as the lighted days, and getting himself all sunburned. . . . Otis Murphy also away enjoying the sunshine. . . . Ben Coven, new Beau Brummel, in and out of Bally, saying this and that, and very much elated over some things he's doing right now, with biz picking up all down the line for Coven Distribs.

Jack Cohen of J. C. Music Co., Cleveland, and who is also prexy of the Ohio and Cleveland phono ops assns., pulled into town this past week with Sanford Levine, also of the Ohio and Cleveland assns., advising that he (Jack) had got into a very interesting conversation with Dudley C. Ruttenberg of CMI at the Minneapolis airport to the point where they didn't hear their plane announcement and so missed it. Jack and Ruttenberg taking one plane and Sandy being forced to wait a few hours before he could get a ride in. Said Sandy, "That Jack can talk planes out of the sky." . . . Dave Gensburg of Genco back in town after an eight month stay in his California home and getting back on the ground floor of events here. . . . Myer Gensburg leaves for a visit out of town . . . so Lou remains to help Dave get going here once again . . . and action started almost the moment Dave walked into the plant.

Sam Stern of Williams Mfg. Co. flies back from Boston, after a hurry-up visit, with the remark, "I wanted to get back quick" . . . and from what Sam further says, it seems like more action is taking place. "We sold more Virginia so far than we believed we ever would, and" he continues, "orders are still coming in" . . . and Skeet Moore of

Williams standing alongside Sam, vigorously nods his head in agreement, saying, "That ain't nothin' yet, just watch those shipments, Virginia is setting a record." . . . Jim Mangan of Mangan & Eckland is one of the busiest ad and public relations execs in the Windy City at this time. Seems some of the nation's largest firms are seeking Jim's services. And Jim advises that he will, very soon, have an important announcement for all the trade. . . . Ted Rubenstein of Marvel Manufacturing Co. absolutely thrilled at the swing to dime play because his pinball, "Leap Year," features the "plus 4" chute which allows the player to insert 5c, 10c 15c and up to 20c per game. Says Ted, "The time has come when the pinball ops simply must get more coin to take care of higher overhead and increased costs. We hope all the ops will follow the new trend."

Billy DeSelm over at United Manufacturing Co. right on the ball this past week . . . so busy, in fact, that he just hasn't had time to leave the plant and is working away speedier than ever . . . so he says . . . but, checking into matters, we learn that Herb (the music critique) Oettinger is out of town and that Ray Riehl is busy in his own department . . . so . . . Billy has to work, whether he likes it or not . . . and that photo we mentioned last week . . . well, Ray Riehl didn't snap it. . . . Nate Gottlieb one of the busiest of the busy boys this past week as their new game, "Jack & Jill," begins to get out into the territories all over the country. "Seems," Nate says, "that the more games we get out the more they want" . . . like crackerjack, hey, Nate? . . . Didn't catch up with Ed Levin this week over at Chicago Coin . . . seems Ed is busier than ever . . . watching that big, new addition to the Chicago Coin factory going up and going up fast . . . from what we saw of it . . . the plant should be all completed in about 30 to 60 days . . . and mighty, mighty impressive . . . drop around and take a looksee for yourself . . . Just can't catch up with Lindy Force over at AMI this week . . . Lindy rushing here and there . . . getting ready for the big show in Grand Rapids on May 7 and 8 when all of their distribs will be present to see the Model "B" AMI phono (which was previewed at the Minneapolis four states convention) and discuss thisa and thata about it . . . and also hear the price for the first time, we're told.

Dick Hood over at H. C. Evans on the phone until he reaches the point where he says, "Hey, my arm's gettin' tired," so that's that . . . We hear that Jack Cox of Rock-Ola Manufacturing Corp. bedded at the Berwyn Hospital in Berwyn, Ill., is now on the road to recovery . . . and all who know Jack very, very happy to get this news . . . Talking to Art Weinand this past week disclosed the fact that Rock-Ola phonos are being shipped in greater quantity and that biz is reported to be definitely picking up everywhere . . . that's the kind of news we like to hear . . . Al Stern over at World Wide Distribs keeping himself busy these days on the long distance phone as ops call in for this and that with Al working like a beaver to supply their wants . . . Gerry Haley very busy over at Buckley Manufacturing with a sudden rush for more of the Buckley Wall & Bar Boxes. The "Criss Cross Belle," according to Gerry, still continuing its run far ahead of anything else . . . Eddie Hanson out of the office one day this past week . . . the newlyweds moving to new quarters . . . which is really something to obtain these days . . . John Neise has been enjoying terrific business at O. D. Jennings . . . In fact, one fellow came in and bought machines in carload lots, and he is stock-piling them in warehouses . . . Jennings is finding that more and more of the operators are calling for equipment than ever before.

THRU THE COIN CHUTE



EASTERN FLASHES

Big news of the week for the games industry here was the fight being put up in opposition to the bill that is being presented to the City Council. The industry held a meeting on Tuesday (May 4) at Manhattan Center. They were advised by the featured speakers to write letters to the councilmen on the committee, and have location owners, employees, and everyone effected by the bill do the same.

The public hearing was held on Thursday (May 6). Fifteen speakers for the bill and eleven who opposed it were heard. The most effective and dramatic talk was made by Dax D. Levine of Scientific Machine Corporation. Levine pointed out that the equipment being manufactured by his firm wasn't in controversy, but he spoke simply and convincingly about the merits of the equipment that would be effected by adverse legislation. Max was warmly congratulated by all present. The spokesmen for the bill, Police Commissioner Wallander, the District Attorneys, et al., laid great stress on the members of the industry. In one part, Wallander stated "Gang violence is likely to flare in the city unless Mayor O'Dwyer's bill is adopted." District Attorney Samuel J. Foley of the Bronx also used the same theme. "Vicious racketeering elements directly attributable to this industry (pinball) was responsible for wide spread criminal activity," he stated.

George M. Glassgold, counsel to the games operators, told the committee that the pinball manufacturers were average individuals of good character. He urged regulation of the industry by the city, including a ban against children playing the machines.

Dave Gottlieb, president of CMI, told the body that the manufacturers did a gross business of \$30,000,000 a year. Sidney Levine spoke about the earnings of the equipment, stressing the fact that the machines only gross between \$5 to \$30 per week. The individual GI operators made a most impressive stand. They spoke of seeking advice from the city officials prior to investing their money, and money they borrowed under the GI Bill of Rights, and were told that the equipment was legal, and that they could proceed to operate them.

The Committee, headed by Councilman Samuel Di Falco, is expected to report out the measure for Council action soon.

* * *

Harry Siskind, Master Automatic Music Co., Brooklyn, N. Y., vacationing in Miami Beach, Fla. . . . Nat Cohn, Modern Music Sales Corp., Bob Thiele and Earl Winters, Signature Records, a three-some walking along coinrow. Nat still retains most of the suntan he brought back with him from Miami Beach . . . Thieves who broke into the offices of Sparcarb, Inc., operators of drink vendors, made away with 375 pounds of nickels, dimes, and quarters, estimated around \$4,000. Police reported that the thieves entered the building thru a window on the second floor and descended to the first floor where the safe was kept. They drilled a hole in the safe and opened it with a collapsible jimmy, an operation which police state took several hours. The burglars overlooked some additional 300 pounds of coins. "Fortunately" said L. McCough, treasurer of the company, "they left behind \$1,200 which was in the safe, but in another compartment."

* * *

R. R. "Rudy" Greenbaum, popular coin machine executive, announced his resignation as vice president and general sales manager of Aireon Manufacturing Corporation, phonograph manufacturers of Kansas City, Kan. Rudy left the phono firm to head a general national finance corporation, Product Credit Corp., and will establish headquarters in New York City. Bob Waggener, who has been associated with several of the largest finance companies in the coin machine industry, is to be associated with Greenbaum as general operating manager . . . Tony (Rex) DiRenzo and Leo Knebel, Rex-Lee Enterprises, report that they have been making grand progress with the sale of the Rock-Ola phono. The company is also featuring a feather-weight pick-up and amplifier, which they claim increases the playing life of records . . . Dave Stern, Seacoast Distributors (Rock-Ola distributors), Newark, N. J., states that the demand for Rock-Ola phonos in his territory keeps

increasing each week. The firm also handles the Pfanstiehl needle and Watling Scales in this territory. Not satisfied with all this, and jobbing of games too, Dave is looking for other lines . . . Sol Trella, ElKay Music Co., resting up at his Sarasota, Fla. home again. This is the third trip this season.

* * *

Barney (Shugy) Sugerman and Abe Green, Runyon Sales Company, drive out to Grand Rapids, Mich. to the AMI factory for the national distributors meeting. Seymour Bushnell, Standard Factors, Inc., goes along with Shugy and Abe. Before leaving for the midwest, Shugy supervised a showing of the AMI mechanism at a service class. On hand for Runyon were Manny Daddas, who conducted the class, Morris Rood, Irving Kempner, James Jackson and Johnny Zwicker. Among the operators and mechanics who attended were: B. Stecher, Nat Fass, Mike Cignarelli, Tommy Lee, Irving Holzman, Morris Brilan, David Noll, Saul Levine, Sam Quinto, Milton Abramowitz, Harry Zoll, Walter Carey, Rudy Gingras, Walter Kotch, Peter Sveitceta, Vincent Goetz, Al Claire, Phil Schwartz, Bill Goetz and Sam Lerner.

* * *

Sol Silverstein, Hub Enterprises, Baltimore, Md., played host to many music operators who attended the showing of the Aireon "Coronet" phono at the Gray Room of the Hotel Emerson. The showing was held Saturday and Sunday, May 1 and 2. On hand was a service engineer from the factory, and Ben Palastrant, eastern regional sales representative of Aireon . . . Louis Boasberg, New Orleans Novelty Co., New Orleans, La., in town for the week, and takes in all the latest shows and entertainment palaces . . . Willie (Little Napoleon) Blatt, Supreme Distributors, Inc., writes that he and Jack Lovelady worked out a deal. Lovelady took over the operation of the route, and Willie retains the distributing part of the company . . . Cy Jacobs, Interstate Music Co., Boston, Mass., spends a week in the big city just relaxing and having some fun.

* * *

Joe Young and Dan Kipnis, Young Distributing Co. (Wurlitzer distribts) proudly handing out reprints of the beautiful full page Wurlitzer ads that appears in the April 12 issue of "Life" and the May 11 issue of "Look." This ad is a colorful spread featuring Al Jolson and the Wurlitzer 1100 . . . Meanwhile over at Newark, N. J. Wurlitzer offices, Jim Sisti and Mike Colland busy taking care of the Jersey music ops.

* * *

Jack Rubin, who is busy taking care of his business in Hoboken, N. J., hustles around with an eye to acquiring a fast moving Arcade—and other propositions in the coin industry . . . C-Eight Laboratories, manufacturers of the electric cigarette machine, gets a spread in the May issue of Die Casting magazine . . . Dick Shaw, Shaw Music Company, has his troubles—his twins are in bed, the boy with chicken pox, and the girl with scarlet fever . . . The Automatic Music Operators Association getting ready to have the time of their lives at an outing at the Laurels Country Club in Monticello, N. Y. the last week-end in June. A soft-ball baseball game is scheduled, as is a golf tournament. We hear that some of the boys are secretly practicing right now . . . Abe Levine, Federal Music Co., tells us that the printed title strips are going big with local music ops. Federal is distributor here for Star Title Strip Co. . . . Joe Munves, Economy Supply, tells us of the nice sized order phoned in as a result of his ad in *The Cash Box* . . . Dave Rosen, Philadelphia, distributor for AMI in Pennsylvania and Baltimore, Md., out at Grand Rapids, Mich. for the big distributor meet.

THRU THE COIN CHUTE



CALIFORNIA CLIPPINGS

Los Angeles city ops and distribs continue to make headway, public relations-wise at least, in their defense against officials' clampdown on rolldowns...Following release on demonstration of skill game by newspapers, local radio station went for story and broadcast a recount of event...Art Crane was at the demonstration controls once again and none other than Len Micon, Pacific Coast Distrib for Genco, handled the narration...While Len may not be causing Don Wilson and Jimmy Wallington any sweat on announcig laurels, he did a fine job of stating the ops' case and describing how Bing-A-Rolls, Total-Rolls, Pokerinos, etc. are not "pinball" machines and thus not subject to city ordinance governing same.

Several local columnists have also interested themselves in the political heat being poured on the boys...Among them is the widely read Edith Gwynn, whose "Rambling Reporter" column is the genesis of the movie trade's bible, the Hollywood Reporter...Gwynn, who also appears in N. Y. Morning Telegraph, Philly Inquirer and a half dozen other big papers, wrote: "They pick on Hollywood for concerning itself with a lot of trivia, but dig this: With L. A. out in front in the nation's Crime Parade, the downtown police have launched an all-out crusade against a miniature bowling game! The issue is now being aired in the local municipal courts and boils down to 'are the holes on the boards objectives or obstructions?' If the former, it's a skill game and legal; if the latter, it's a pinball machine. How busy can you get?"...Meanwhile the lads are out of action and sweating out an appeal and several other legal hearings.

Charlie Fulcher just back in from sales trip to San Diego on biz for Mills Sales and reports that Black Gold is bringing in the green down Mexico way...Jack Simon of Sicking Distribs getting ready to play host to Bill Marmer of Cincy's Sicking Co. and waiting for Gottlieb's new Jack and Jill 5-ball...Ran into Chi Coin's Phil Robinson at Sicking and told him his artist brother-in-law is a brother Welfare Fund colleague of ours...The gypsy in Bill Wolf came out again and he's en route to Chicago and Grand Rapids, Mich., for AMI distrib meet...His Nels Nelsen busy with AMI selectors...Solotone's F. E. Wilson and partner due back from Texas where they showed their super new record and radio combo selector unit to interested parties...Bill Williams out plugging "Virginia" 5-ball where it'll do the most good.

Paul Laymon rearranged his showroom this week so that Bally's new console beauties form neat design in center of floor and 5-balls and rolldowns form a frame around the walls...Lyn Brown, in addition to shuffling along in fine style with his shuffleboards, broke out with Scientific's new "Pitch 'Em and Bat 'Em" this week...We played a few games, found it good sport and should be as legal as baseball itself...Automatic Games' Georgie Warner back from Arrowhead and Big Bear on a buying and selling spree...Especially buying for a heavy demand of used equipment from Wyoming, Utah and Nevada...Sammie Donin was on tap but Georgie Jackson was bedded down with a cold...Len Micon of Pacific Coast Distribs busy with Genco's "Trade Winds" outside of city and in there pitching all the way with city ops on present rolldown situation...Had interesting chat with Gordon Roper, Harry Goldman, Gabe Orland, W. R. Marriott and several other city ops on same...The boys are all worried but still optimistic that justice and a fair shake will prevail in the end.

Record-wise, the town is still buzzing with bootlegging and counterfeiting...Paul Reiner, Black and White head man and leading spirit behind the platteries' organized campaign to stamp out the vicious racket, hopped up to San Francisco on a clue...Leo Mesner of Aladdin, Art Rupe of Specialty and Ben Pollack of Jewell somewhat encouraged by investigation progress and Miracle's injunction action against a St. Louis distrib specializing in handling alleged phoney discs...Rumor has it that ersatz labels are being printed in L. A. and bogus pressing centered in Detroit...Local Internal Revenue investigators tell us "Nothing official yet in rounding up suspects...still working on it"...Most indie outfits hit hard by the racket

now claim that their hit numbers sales just about halved by the illegal cookies...As Ben Pollack puts it, re his "Recess in Heaven": "If they had been satisfied with horning in on 10 per cent of your sales, it might have been written off to plugging expenses...but when they try to beat your sales, that's too much."

Art Rupe reports his artists all on road at present and ribs that Roy Milton, Jimmy Liggins, Nelson Alexander Trio and The Pilgrim Travelers keeping "Pappy" broke by calling him collect from all over country, telling him how fine they're doing...Specialty's sales mgr. John Davis now in Cleveland and sends Art glad tidings that Camille Howard's "You Don't Love Me" is a big thing there.

Joe Bihari of Modern Records raving about Little Willie Jackson's "Little Willie's Boogie" and "You Can Depend on Me" and Jimmy Witherspoon and Al Wichard Sextet's "Geneva Blues" and "Cake Jump"...All the Biharis in town for change, with Jules taking it kinda easy these days, and entertaining Modern distrib Tony Valerio down from San Francisco...Joe really went on about way Miracle's "Long Gone" has caught on with locals...Bill McCall of Four Star still planning litigation on "Deck of Cards" bandwagon climb by other companies...or so he says...Bill also points out that his outfit pioneering with "Whoa Sailor" by Maddox Bros. and Rose is drawing other diskeries to cut in on the honey...Well, somebody's gotta be first...and somebody's gotta be last.

MINNEAPOLIS

The Four State Northwest Regional Convention held at the Radisson Hotel in Minneapolis on April 26 and 27 was a successful one. Senator Homer Capehart, president of the Packard Manufacturing Corporation, who was to be the guest speaker at the banquet was unable to come at the last minute. The show drew a large attendance. Bill Gersh of "The Cash Box" was able to attend this convention and gave a stirring talk at the business meeting.

Don Hunder, a graduate of Law School at the University of Minnesota, who has been blind since he was six years old won his first case in court. His brother is Bill Hunder, successful operator at Wheaton, Minnesota. Don has helped Bill take care of the route when he was not attending school, during summer semesters...Paul Atlas of the Howard Sales Company is back at the Veteran's Hospital, same ailment (back)—injuries suffered during World War II.

Additional visitors who attended the two day convention in Minneapolis are as follows: G. E. Bard and Mr. Peterson of the Cub Products, Huron, South Dakota. Bismarck, North Dakota had a very fine turn out, as Bob Westrum of the Westrum Music Company, Wally McFarland of Wally's Novelty Company, and Roger Chester of the Chet's Amusement Company were also there.

R. M. Shea of Wessington, South Dakota and Mr. and Mrs. Ike Pearson of Bridgewater, South Dakota spent the week in Minneapolis giving Mrs. Pearson the opportunity to replenish her summer wardrobe...Harold Weixel of Eureka, South Dakota, spent a few days in Minneapolis, his first visit in over a year. Norman Gefke of Sioux Falls, South Dakota also visiting...Cleve Angen of Portland, North Dakota dropped into Minneapolis and spent a few days visiting his son who is attending the University of Minnesota...Mr. and Mrs. Roy Stone of Rice Lake, Wisconsin drove into Minneapolis to spend just the day, spent a few hours at the convention, then drove back home...Joe Blenker of Junction City, Wisconsin, also in town for the meeting...Mark Coughlan of Mankato, Minnesota, J. Allen Redding of Houston, Minnesota, Gabby Cluseau of Grand Rapids, Minnesota, Hank Krueger of Fairfax, Minnesota, also in town for the day...Jerry Hardwig and Urban Kost, the jovial operator from St. Cloud drove into Minneapolis and made the rounds.

UNITED'S WISCONSIN

with NEW
"Player Controlled Kickers"

- ✓ Center Roll-Over Lights
WIS-CON-SIN
- ✓ Double-Double Bonus
- ✓ High-Scoring Units
- ✓ Automatic Shuffle
- ✓ Replay Button
- ✓ Fast Action

FIVE-BALL
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KICKER
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NEW Bally ONE-BALL MULTIPLES!

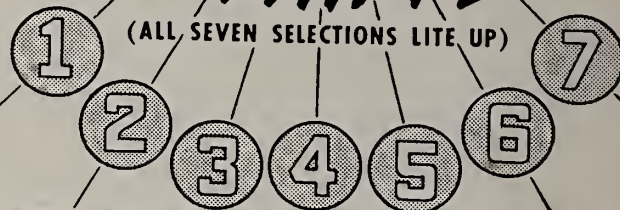
GOLD CUP
FREE PLAY

TROPHY
AUTOMATIC

PROFIT PROVED HORSESHOE FLASH

with
NEW "FAN" FLASH

(ALL SEVEN SELECTIONS LITE UP)



Operators hail the new FAN FLASH as the strongest EXTRA NICKELS MAGNET ever built into a one-ball game. Players play up to 6, 8 or 10 coins per game. Get GOLD CUP and TROPHY on location and earn biggest one-ball profits in history.

Photograph shows GOLD CUP (Free Play). Bally TROPHY is identical in play appeal and appearance, except for payout cup, and is equipped with famous Bally payout mechanism.

BALLERINA

NEWEST BALLY 5-BALL NOVELTY HIT

Kicker-Bumpers

CONTROLLED BY PLAYER

New Double Bonus

7 WAYS TO SET UP BONUS—5,000 AND 25,000

Last Ball Suspense

INSURED BY KICK-BACK POCKET AT BOTTOM OF BOARD

5 Kick-out Holes
3 Saucer Holes
High Scores

Guaranteed
Mechanically Right

A BALLY GAME FOR EVERY SPOT

EUREKA • HEAVY HITTER • HY-ROLL • BIG INNING
WILD LEMON • DOUBLE UP • HI-BOY • TRIPLE BELL
BALLY BOWLER

ELECTRIC-OPERATED
Kicker-Bumper
BUTTONS
ON EACH SIDE OF CABINET



Bally MANUFACTURING COMPANY

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